VOGUE

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for "More Taste Than Money"

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see section facing page 74

JULY 1, 1941
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Tonight you may wonder about that crimson carpet that leads you to the 20th Century Limited. But tomorrow you will understand.

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Vogue's ADDRESS *of shops*

If you don't find what you are looking for in these columns, write to Vogue's Address Book, at 420 Lexington Avenue, New York City, and we will try to find it for you.

POST WEEK-END RENAISSANCE. Monday mornings are all too apt to find you utterly exhausted after what should have been a restful week-end. If you overdid your gardening, tennis, or swimming, we heartily recommend a visit to an energetic little woman called Margaret Duester. She's a masseuse, and, provided it's humanly possible, she's certain to put new life into you, take the kinks out of your weary muscles.

Miss Duester has a sparkling white-and-blue place, at 160 East Forty-Eighth Street. There is nothing *chichi* here, and, best of all, there's no bustle or noise—it's a veritable refuge. You'll find the hours you spend on the Duester table are good for your energy, your figure, are easy on your purse, and *ummmm* it feels good.

DANISH SPECIALTIES. Old Denmark, with its spotless pickled pine walls, its shiny red accents, is a tiny shop at 135 East Fifty-Seventh Street. (The owner, not so very long ago, had a similar shop on the Østergade, the Madison Avenue of Copenhagen.) Danish foods, from hors-d'œuvres to sweets, are the specialty here.

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BOOK *and services*

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THE DOG

Vogue's gallery of

THE Dachshund, one of the oldest breeds of domesticated dogs, is essentially a sporting dog. He is of a pure and non-related breed and was long identified with the mountain ranges of Southern and Central Europe. Triple Champion Dimas Earthstopper. Owners, Mr. and Mrs. H. Bertrand

WHATEVER his coat or colour, a Dachshund is a Dachshund in traits and disposition. You will go far to find a more intelligent dog, or one that endears himself more to his friends, with his intensely affectionate nature. Miss Cynthia T. Arthur, with eight-weeks-old smooth-coated Dachs puppies

THE Dachshund is noted for his loyalty and dependability, his personal cleanliness, his deep sense of obedience, his fondness for children, his mental alertness, and his desire to be a protective watchdog. Mrs. Grayce Greenburg, the well-known editor, author, judge, and breeder of Dachshunds

THE editor of this department has in his home three dogs of three different breeds besides a Dachs. The peaceful relations that exist among the four dogs are due in part to the well-balanced temperament of the Dachs. Ch. Veroni v. Hildesheim, wire-coated specimen. Owner, Mrs. Richard Pell

THE Dachshund is fine with children. With them he is extremely patient. He likes to play and romp, but if a child handles him too roughly, like any dog, his protest is a dignified withdrawal. Parents should supervise children with animals. These five Dachshunds from the Wilsona Kennels, Inc.

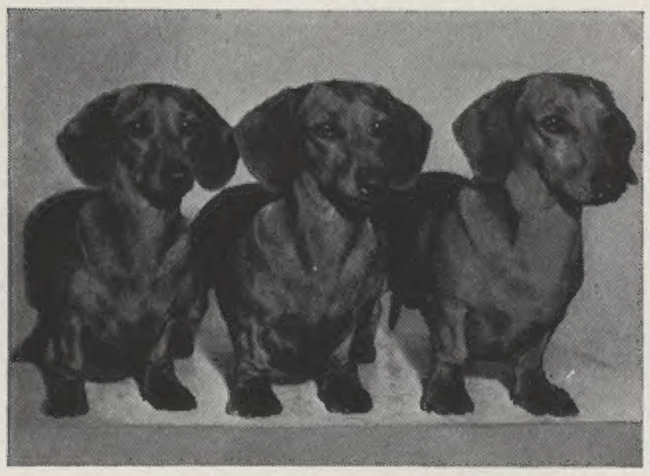
MODE

pure bred dogs

THE Dachs' countenance is endearing, and, though his grotesque squattiness has lent itself to the cartoonist, fun at the little fellow's expense is seldom unkind. His sense of humour, fair play, droll ways, have made him an example even for children. Wado Shogetopshe. Owner, Dr. E. Johnson

MOST dogs perform certain tasks in the most perfunctory manner. But the Dachs' manner of doing the same thing lifts it out of the ordinary and makes it a matter of interest and amusement, proving that he has character and originality. Ch. Little Annis with his owner, Miss Rosalie Scheurich

THE Dachshund has long been a friend of royalty. Bred by princes for hunting, he had the run of vast estates. Queen Victoria had one; he was her companion until he died at fifteen years. Long-coated Dachshund, English and American Ch. Miss Muffet v. Walder; owners, Mr. and Mrs. H. Eric



A DACHSHUND should be long and low, with flat top, without roach. He is a well-balanced dog without exaggerations, suitable for work both underground and above it. Left-right: Ch. Goldilocks of White Gables; Ch. Cornhill Goldie v. Dachshafen; Ch. Eric v. Stalhaus. Owner, M. Van Court

THE Dachshund's alertness, inquisitiveness, and courage make him a good watchdog. He is keen in sensing danger and sounding an alarm; he will pick up strange sounds at night that are not caught by the human ear. From the Middle West come these puppies bred by Mr. and Mrs. Dan R. Hanna

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THE DOG MODE

Vogue's gallery of pure bred dogs

WHILE popular credit goes to Germany for having produced the Dachshund as a distinct breed, he has won great favour in America and England, where, by wise selection and careful breeding, he has been brought to a new standard of perfection. Ch. Leutnant v. Marienlust. Owner, John Mehrer

BY nature a gentleman, the Dachs is so clean in his habits that a movie star said of her dogs: "They are so free from doggy odour they're welcome in any room in the house. I even permit them to sleep on the bed." This is an excellent head-study of a smooth-coated Dachshund from the Roadside Kennels

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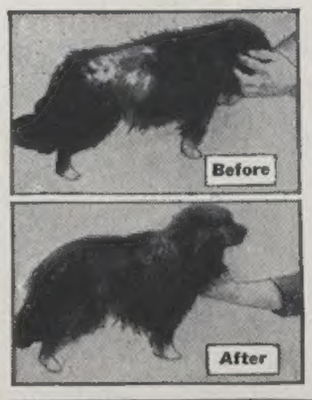

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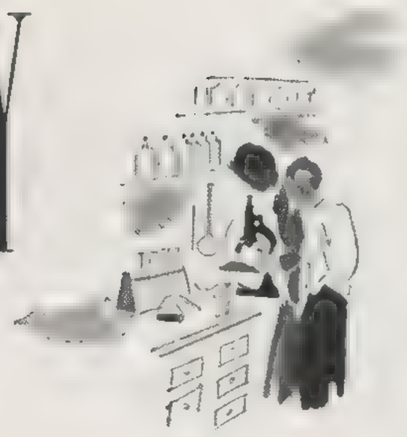

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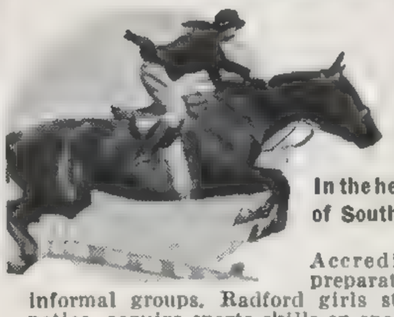

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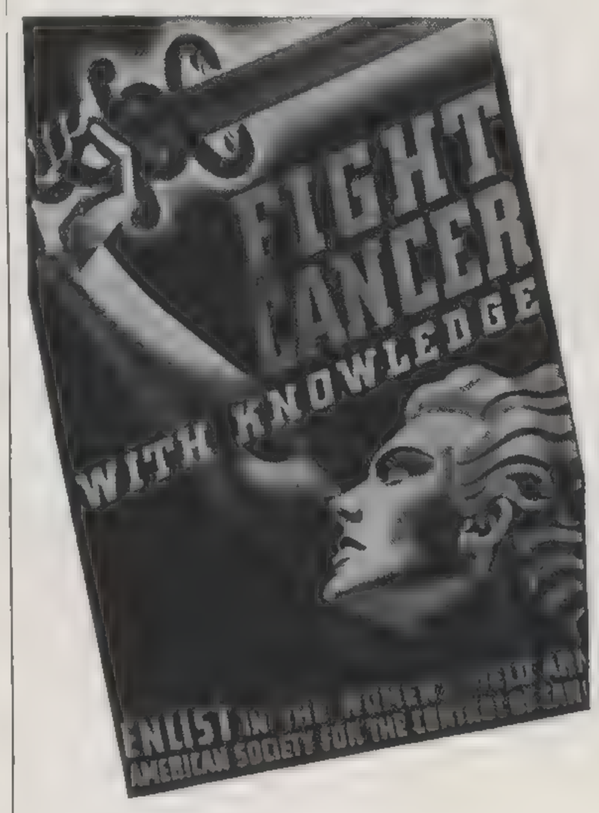

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LAKEVILLE

Wake Robin Inn. Active summer sports combined with comfort and quiet. Good food and good friends. A dinner, a day, or a season at moderate rates.

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Boxwood Manor. Lovely gardens surround house & cottages. All sports, private ocean beach. 3 hrs. from N. Y. or Boston. Moderate rates. May 15—Oct. 15.

DISTRICT OF COLUMBIA

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The Dodge Hotel. On Capitol Hill opposite Union Station Plaza. Renowned cuisine. No tipping. Single from $2.50, double from $4.50. H. B. Williams, Mgr.

Hotel Raleigh, Washington's most popular and distinguished Hotel, on famous Pennsylvania Avenue. Reasonable rates. Write C. C. Schiffeler, General Mgr.

GEORGIA

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Mayflower Inn on the Sea. Maine's outstanding summering place. Marvelous scenic coast location. All sports. Superb food. Restricted. Write for Booklet.

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MOOSEHEAD LAKE—WEST OUTLET

MacKenzie's. Overlooking Lake and Mountains. Log cabins for families. Delicious meals. Central Dining Room. $5 to $7. Restricted. Frank A. MacKenzie.

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Rock End Hotel. Exclusive resort hotel at seashore. On beautiful Mt. Desert Island. Golf, tennis, swimming, boating, riding, hiking. June 28 to Sept. 15.

OGUNQUIT

Sparhawk Hall. At salt water's edge. Sandy beach. Sports. Summer theatre. N. Y. Rep.: L. S. Law, 500 Fifth Ave. or any "Ask Mr. Foster" office.

WINTER HARBOR

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The Belvedere. Baltimore's finest hotel. Spacious rooms, superb cuisine, ideal location. $3.50 up. Some rooms air conditioned, slight extra tariff.

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Sherwood Forest Hotel & Cottages. Near Washington and Baltimore. Restricted clientele. Salt water bathing, two golf courses, activities. W. E. Murray, Mgr.

MASSACHUSETTS

CAPE COD—BARNSTABLE

Cap'n Grey's Inn—1716. Rt. 6. A charming wayside inn famous for its N. E. cuisine. License privilege. Rooms with baths. May 28-Oct. 15. The DeWitt Clintons.

CAPE COD—FALMOUTH HEIGHTS

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CAPE COD—OSTERVILLE

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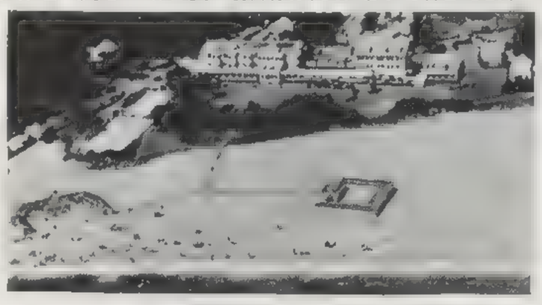
CAPE COD—WEST HARWICH-BY-THE-SEA



The Belmont

Where the pines meet the ocean on Cape Cod's delightful South Shore, this famous seaside hotel nestles at the edge of its own private beach—a beach fringed with clear, clean salt water averaging 72 degrees. A splendid family hotel offering a diversity of recreational features. Ideal beach life with buffet luncheons. Opens June 25th. Benjamin Johnson Estate. Soreno Lund, Manager.

EAST NORTHFIELD

The Northfield and Chateau. Golf and all outdoor sports on our 250-acre estate. Indoor games. Famous New England Hospitality. A. Gordon Moody, Mgr.

MAGNOLIA

The Oceanside. Coolest, most beautiful spot on North Atlantic. Private beach. All outdoor sports. Summer theatre. Select clientele. Geo. C. Krewson, Jr.

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The White Elephant—Nantucket's Smart Hotel at the Water's edge—Every outdoor Sport—Famous Food, Continental atmosphere—Carefully chosen guest list.

NANTUCKET ISLAND—SIASCONSET

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Wiggins Old Tavern & Hotel Northampton, & old Country Store—combining modern accommodations with old N. E. charm. Lewis N. Wiggins, Landlord.

SWAMPSCOTT

New Ocean House on the picturesque North Shore. Seaside and country environment. Open May to October. Booklet. Clement Kennedy, President.

MISSISSIPPI

PASS CHRISTIAN

Inn By The Sea and Cottages. Always open. On private bathing beach. All sports. Paved roads. Climate ideal. Quiet, exclusive. Near New Orleans.

MISSOURI

KANSAS CITY

Bellerive Hotel. Armour Blvd. at Warwick. Quiet, refined home atmosphere. Famous Coral Room, French Cuisine. Garage. Trans. or Perm. Wire for reservations.

NEW HAMPSHIRE

PORTSMOUTH

The Wentworth By-the-Sea

A delightful summer home, late June to early September. Old in its hospitable charm; modern in its appointments. Privately owned facilities for entertaining relaxation. Golf, tennis, ocean swimming pool, etc. Write for illustrated folder, complete information and rates. Or inquire Ask Mr. Foster Travel Service.

VOGUE'S

a directory of

If you want further information about any of the hotels or resorts listed in these columns, write to Vogue's Travelog, 420 Lexington Ave., New York City.

Ideas for Independence Day

MANY of you will be on the wing and wheel over the "Fourth" to make the most of the precious days. Resorts and vacation spots are planning extra services and a crammed program for you to make three days seem a week, or one week seem two. If you are still undecided on your perfect holiday destination, look over the suggestions on these pages.

At Virginia Beach, Virginia, clam-bakes, water-sports, formal and tea dances are scheduled for the Independence Day week-end. The holiday Championship Golf Tournament over the Cavalier Country Club course will bring keen competition between army officers from surrounding posts for the golf title. On the 5th and the 6th, a horse show in the Show Ring of the Cavalier Hotel will feature thoroughbred hunters and jumpers.

To many people, the words "the Poconos" bring to mind everything fresh and green and fragrant—a convenient moun-

NEW HAMPSHIRE

HANOVER

The Hanover Inn at Dartmouth College. 2 Golf Courses. Booklet. Ford & Peggy Sayre, Managers. Robt. F. Warner, New York Rep. Tel. BRyant 9-6348.

WHITE MOUNTAINS—CRAWFORD NOTCH

Crawford House. Private lake and golf course, tournament tennis courts, riding. Best of food & accommodations. Write for rates and folder.

WHITE MOUNTAINS—FRANCONIA NOTCH

The Forest Hills Hotel

The resort for every member of the family. Located on a 200-acre pine-wooded crest overlooking Franconia Notch—loveliest view in the White Mountains. Private golf course, tennis, fishing, riding, bathing, children's playground. Bracing mountain air assures relief from hay fever. Restricted clientele. Norman Pancoast, President and Manager.

WHITE MOUNTAINS—NORTH WOODSTOCK

Hotel Franconia—"A distinctly modern and fascinating hotel in the heart of the White Mountains". Beautiful grounds, all sports. Restricted.

WHITE MOUNTAINS—WHITEFIELD

The Mountain View House

Like a Great Country House on a Private Estate commanding an Unusually Lovely and Extensive View. Outstanding Food and an Equipment and Service that has always attracted a Distinguished Patronage. All Outdoor Sports. An Attractive and Complete Clubhouse on Grounds. Accommodates 275. Rates $8. to $12. per Day American Plan. Season June 15-Oct. 15. W. F. Dodge & Son.

NEW HAMPSHIRE

WHITE MOUNTAINS—SUGAR HILL

Hotel Lookoff. "The House with the View." 100 rooms—Reasonable Rates—Elevator—Orchestra—Free Golf. No hay fever. Restricted. July 1—Oct. 1. Bklt.

Sunset Hill House. A real summer home for family or individual. Golf free to guests. Tennis, riding, orchestra. Private cottages. Restricted Clientele. Bklt.

NEW JERSEY

ATLANTIC CITY

Marlborough-Blenheim. On the Boardwalk. Ocean-front sun decks, exclusive beach and cabana colony, tempting menus. Josiah White & Sons Co.

SPRING LAKE BEACH

The Essex and Sussex

Aristocrat of Seashore Summer Resorts. Gay, select, complete. Restricted. Less than 2 hours from N. Y. or Phila. Private beach. Golf, tennis, riding. Excellent music. Enjoy the cool of the sea and gracious living. Famed for food and service. Interesting program of social and sports activities. Booklet. C. S. Krom, Mgr. Tel. Spring Lake 900. N. Y. Off. 11 West 42nd St., BR 9-6348.

SPRING LAKE BEACH

The Warren

On the Ocean. Unspoiled and uncrowded resort. Selected clientele. Every activity, indoors and out—or restful relaxation. Friendly and informal. Two golf courses, tennis, riding, fishing. . . . Dancing, bridge and concerts. Private Restricted Beach. Rates from $35 single and $70 double, weekly with meals. Write or 'phone New York Office, Hotel Beverly, 125 E. 50th St., PLaza 3-2700.

TRAVELOG

fine hotels and resorts

tain oasis for hot summer months. July 1 to 15 is rhododendron time around Pocono Manor, Pennsylvania, a resort that is planning an active week-end over the "Fourth" with an Annual 54-hole Medal Play Handicap Golf Tournament.

Fiesta and Drama

FROM 1541 to 1941 is a long time, and an especially significant one to the citizens of Hot Springs, Arkansas—for it was just four hundred years ago that DeSoto discovered the now Federal-owned spa. July 4 to 20 will be filled with fiestas and parties, planned on a scale befitting a quadri-centennial, extending over twenty states and centered at Hot Springs.

Dramatic art finds itself a haven just outside of New Haven at Indian Neck, Branford, Connecticut. Montowese Playhouse, newly built overlooking Long Island Sound, has been leased for the season to the American Actors Company, and for seven weeks, beginning July 1, such sure-fire plays as "Green Grow the Lilacs", "The Male Animal", and "Merton of the Movies" will entertain the local drama critics and all such visitors as love the cool breeze and inspiring vista of this territory, accessible from New York by U. S. Route 1.

NEW MEXICO

SANTA FE

Bishop's Lodge. An American plan resort, 3½ miles from Santa Fe. Comfortable accommodations with riding and all other activities. Booklet.

NEW YORK

CRAGSMOOR

Cragsmoor Inn—27 miles West of Newburgh, Route 52. Elevation 1900 ft. Beautiful views. Splendid Golf. Delicious meals & wines. $7 Am. Plan. Restricted.

LAKE CHAMPLAIN—ESSEX

Crater Club. Furnished cottages with baths, open fires, meals at Club. Sailing, bathing, tennis, golf. References required. Literature. Koert D. Burnham.

LONG ISLAND—MONTAUK

Gurney's Inn. On the brink of the beach. Surf bathing, golf, deep-sea fishing. Comfort, simplicity, fine food. Select clientele. Booklet. W. J. Gurney.

Montauk Manor. Golf, fishing, tennis, riding, surf and pool. Club privileges to guests. Finest resort life in America. Restricted clientele. Booklet.

LONG ISLAND—SHELTER ISLAND

The New Prospect. Bathing beach, casino, tennis, riding, fishing, outdoor theatre. American plan rates. N. Y. Office, 500 5th Ave. LOngacre 5-2250.

NEW YORK CITY

Allerton House for Women. 57th St. and Lexington Ave. New York's most select hotel for women. Friendly atmosphere. Rates: wkly $10 up, daily $2.

The Barbizon, Lexington Ave. 63rd St. New York's most exclusive hotel for young women. Cultural environment. Weekly $12. up. Daily $2. Bklt. "V".

Barbizon-Plaza. New skyscraper hotel overlooking Central Park at 6th Ave. Rooms from $3. single; $5. double. Continental breakfast included. Bklt. "VM".

The Bedford—118 E. 40th St. "The Hotel of Today with Yesterday's Charm." One block from airlines & Grand Central. Roof garden. Rates from $3.

The Beekman, Park Ave. at 63rd. Everything a critical clientele desires, refined atmosphere, a smart address and the utmost in personal services.

Beekman Tower—49th St. at East River Drive. Overlooking River. Smart location. 400 outside rooms. Near shops, theatres, business. From $2.50. Booklet "V".

Beverly Hotel. 125 East 50th. Just East of Radio City. Large rooms and closets. Serving pantries. Single $4, double $6, suites from $8. PLaza 3-2700.

Gramercy Park—Famed hotel at legendary private park. Rendezvous of nation's great. $3. single, $5. double, $7. suites. Weekly, monthly. Booklet "V".

The Grosvenor, on Convenient Lower Fifth Avenue, at Tenth Street—A Distinctive Hotel of Quiet Charm. 300 rooms. Single from $3.50. Twin beds from $5.

Henry Hudson Hotel. 353 W. 57th St. 1200 rooms with bath. Daily $2.50 up. Weekly $12.00 up. Booklet "VM". John Paul Stack, General Manager.

Hotel Seymour, 50 W. 45th St. Near Fifth Ave., theatres, shops, art galleries, Radio City. Refined surroundings. $4. single; $5.50 double; Suites $8.

NEW YORK

NEW YORK CITY

The Plaza

Starred in every itinerary, New York and the Plaza, more than ever the choice of those who prefer quiet luxury and refinement. Facing Central Park in the social, shopping and amusement center. Subway station at the hotel. Summer rates from $5. Henry A. Rost, President and Managing Director, Fifth Avenue at 59th Street.

NEW YORK CITY

The Waldorf-Astoria

The quiet, air-conditioned rooms (individually regulated—you do it yourself by a local thermostat) are so completely insulated, you would never guess the noisy activity of a great city goes on outside. And the price averages little more than rates at an ordinary first-class hotel. The Waldorf-Astoria, Park Avenue, 49th to 50th Street, New York.

PENNSYLVANIA

EAGLES MERE

Crestmont Inn, superbly situated on Lake of Eagles (2200 ft. alt.). Golf, tennis, water sports. Distinguished clientele. Folder AH. William Woods, Prop.

HERSHEY

Hotel Hershey. One of America's finest. Magnificent setting. Open year around. European & American plan. 4 Golf Courses. All outdoor sports.

PENNSYLVANIA

PHILADELPHIA

Bellevue-Stratford—"One of the Few World Famous Hotels in America." Moderate rates. Claude H. Bennett, General Manager.

POCONO MOUNTAINS—BUCK HILL FALLS

The Inn—Buck Hill Falls

A 4000-acre Estate of scenic splendor in the Poconos—offering a wealth of health in tonic, mountain air. Every facility for rest and recreation. Golf, tennis, swimming, riding, lawn bowling, scenic trails and paths, movies, dances and entertainments amid simple dignified surroundings. Reasonable rates. Selected clientele. New York Office, 630-5th Ave., CIrcle 5-5620.

POCONO MOUNTAINS—SKYTOP

Skytop Club—Socially restricted Mountain Resort, 105 miles from N. Y. For Information Non-Members may address Skytop Club, Skytop, Penna.

RHODE ISLAND

WATCH HILL

Ocean House

Opening about June 20th. Traditionally Famous. High over Watch Hill—cooled by ocean breezes. Superb facilities for unlimited summer enjoyment. Private Beach—Golf—Riding—Fishing—Tennis—Boating. Excellent Cuisine. Clientele restricted. American Plan. Rates start at $6.00. Special Early Season Rates during July. N. Y. Office: MOhawk 4-1434.

VERMONT

AVERILL LAKES

Quimby's Cold Spring Club. Distinctive and satisfying for family vacationing. Salmon and trout. Lakes and streams. Excellent stable. Instruction. Guides.

DORSET

Dorset Inn. Charm of 1796—Comforts of Today. Golf—Tennis at the door. Swimming—Trails. May 29-Oct. 15. Steam Heat. F. O. Whittemore, Owner-Mgr.

GREEN MOUNTAINS

Official illustrated vacation book. "Unspoiled Vermont", free; also describes other State publications. Publicity Service, 42 State House, Montpelier, Vt.

LAKE CHAMPLAIN—BASIN HARBOR

Basin Harbor Hotels & Cottages. Delightful estate. All sports. Social program. Restricted. Literature: A. P. Beach, host. N. Y. C. Call MU 6-9200 (Rm. 575).

LAKE MOREY—FAIRLEE

Bonnie Oaks Inn and Bungalows. All sports. 75 rooms with baths, fireplaces. Baby Oaks, supervised play. May-Dec. Folders. Dr. & Mrs. E. H. Page.

Lake Morey Inn and Bungalows. 100 rooms, 75 with private bath. Restricted clientele. Our own 18-hole golf course. All sports. Booklet. W. P. Lyle.

WOODSTOCK

Woodstock Inn. In the beautiful Green Mountains. 18-hole Golf. Tennis. Riding. Enjoy complete relaxation. Moderate tariff. C. Townsend Scanlan, Mgr.

VIRGINIA

WILLIAMSBURG

Williamsburg Inn & Lodge

You'll find twofold enjoyment in a vacation in Williamsburg, Virginia: the inspiration of an authentic restoration of this historic city plus a variety of summer sports and other activities. Fine accommodations at the Inn and Lodge at a wide range of rates. John D. Green, Mgr. For complete information, inquire New York Office, 630 5th Avenue. Tel. CIrcle 6-8896.

VIRGINIA

VIRGINIA BEACH

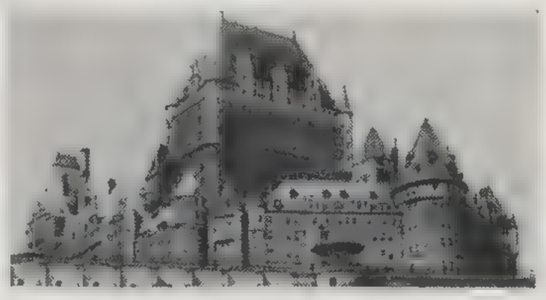
Cavalier Hotel and Beach Club. Open all year. 2 golf courses, tennis, riding, fishing. Private ocean beach. Roland Eaton, Mg. Dir. Write for Booklet W.

CANADA

BRITISH COLUMBIA—PRINCESS LOUISA INLET

Malibu Club-Hotel. New Club Cabins & Lodge. $9 Day. Amer. Plan. Trading Post. Yacht Basin. Plane & Boat Service, Hamiltair, via Vancouver, B. C.

QUEBEC



Glamour Holiday at Chateau Frontenac

Picture-book vacation that costs no more. Old Normandy countryside. 17th Century walled city. Live in luxury at the Frontenac for only $3.50 a day. European Plan. Only 60 miles from U. S. border. U. S. citizens require no passports. See your travel agent or any Canadian Pacific office. In New York, Madison Avenue at 44th. Chateau Frontenac in friendly Old Québec.

MEXICO

MEXICO CITY

The Reforma

Mexico's most modern hotel is also its finest. Ideally located, on the beautiful Paseo de la Reforma, handy to sight-seeing, fun-spots. The meeting place of interesting people. Four restaurants, bank, night-club, all conveniences on premises. All outside rooms with purified ice-water, superbly furnished. Rates start at $3 for single rooms, $4 for doubles. N. Y. booking office, Circle 7-2528.

DUDE RANCHES

For you who like the sagebrush and the open spaces.

NEVADA

LAKE TAHOE

Glenbrook Inn and Ranch. On most famous lake in West. Excellent golf, ranch, lake and mountain sports. One hour west of Reno on U. S. Route 50.

NEW MEXICO

LAS VEGAS

Rancho de Dias Alegres. In Rocky Mts. Cool summer climate. Elevation 7400 feet. Enjoy New Mexico this summer. Booklet. Frank J. Teague.

WYOMING

SHELL

Trapper Lodge. Operating ranch in beautiful Big Horn Mts. Modern accommodations for 30. Fishing, pack trips. Ranch grown food. C. D. Goodwin, Mgr.

CANADA

SKOOKUMCHUCK—BRITISH COLUMBIA

S Half Diamond—operating ranch bet. Glacier & Banff. Fine horses, beautiful lake. Range & mt. trails, pack trips. Modern. Great Northern to Eureka. Bklt.

HOTEL MANAGERS

Seven out of every eight of the hotels listed in this section have appeared here in other years. Through experience hotel men have found that their advertising dollar goes farther in Vogue than in any other similar medium. List your hotel in Vogue's Travelog and watch that summer business grow.

BROADMOOR
In the shadow of PIKES PEAK
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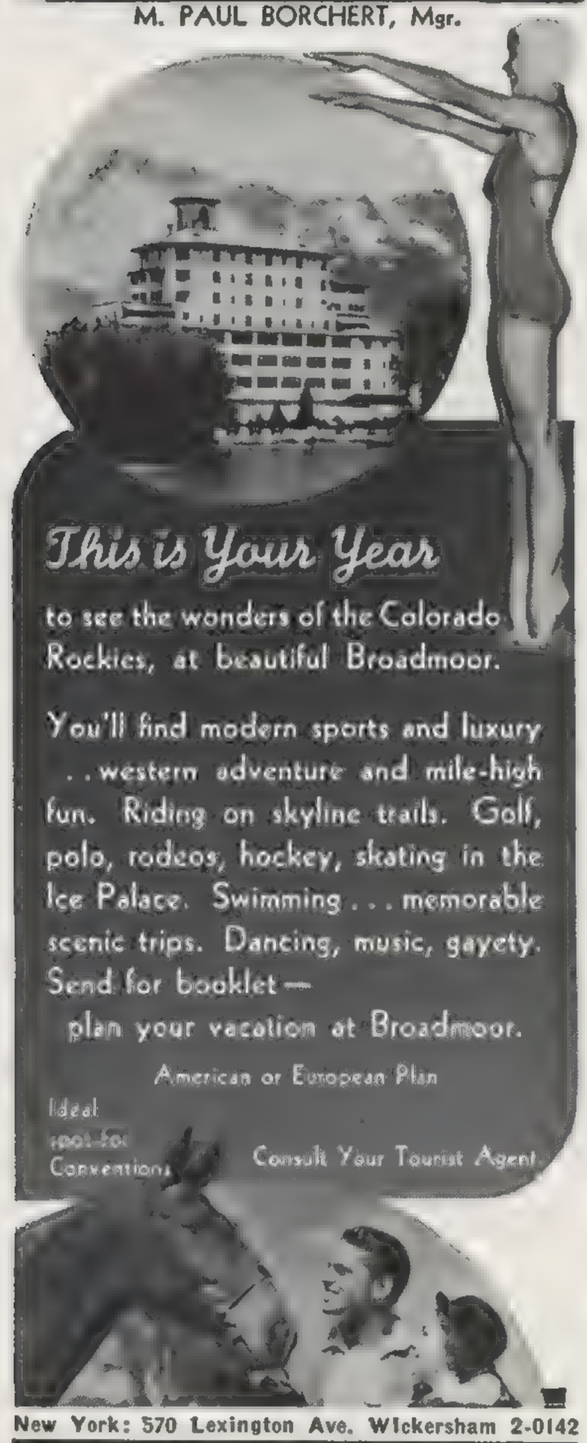

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GOURMET'S GUIDE

selected restaurants in and out of town

A new place to lunch or dine? A place you may have forgotten? A place to do your friends proud? Vogue tells you about them all in these columns

NEW YORK CITY

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Finest vintage wines, and liquors
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OUT-OF-TOWN

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Invites you to dine at Omar Khayyam's Restaurants
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WHITE TURKEY INN. Route #7—4 miles No. of Danbury. Early American Atmosphere. Famous for Luncheons, Cocktails, Dinners. In New York City it's the White Turkey Town House, One University Place. Both open Sundays.

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CONNECTICUT

THE GENERAL PUTNAM INN—Norwalk. Historically famous! On the old village green (E. Wall St.) Deliciously authentic American dishes. Terrace dining. Organ music. Yankee Doodle Cocktail Lounge.

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NEW YORK—LONG ISLAND

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ROSLYN MILL TEA HOUSE. In Roslyn on route 25A. Old Grist Mill built in 1701, replete with Colonial charm. Luncheon, tea or dinner on terrace overlooking harbour. Famous for Popover Teas.

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Add 21 NEW EATING PLACES...

In the first six months of 1941, 21 restaurants appeared in Vogue's Gourmet's Guide **for the first time.**

* * *

This gives America's gourmets 21 new names to add to their list of good places to dine wherever they go from coast to coast.

If you are interested in learning how Vogue can help both gourmet and restaurateur, write to—

Vogue's Gourmet's Guide
420 Lexington Ave., N. Y. C.

Shop Hound

Cherub coiffure: If you've decided to have one of those young and pretty short hair-cuts this summer, congratulations. They're so cool and easy to take care of. But perhaps you'd rather have a slightly more romantic arrangement for the evening. Put your little pate in the hands of Miss Sylvia, 515 Madison Avenue, and she'll make you a fine chignon to match your own hair for about $25, or a mass of curly bangs for about $15.

Watch-dog watch: This intelligent little creature has two tricks. He sits on your lapel, dangling a seven-jewel watch. Or, he can sit up on a table, and guard the watch, which is attached by a hinge so that it lies flat. The animal and the watch are both made of gold-coloured metal. The whole works costs just $15, which is quite a buy. You'll find it at the small shop called Gerlou, at Seventy-Sixth Street and Broadway, where there's just about every kind of costume jewellery you can think of, plus a very appealing collection of hats and hand-bags.

VOGUE STUDIOS

Handsome towels: These towels are of linen, trimmed with a combination of hand-drawn open-work and appliqué linen. The linen is first drawn, then scrolls of linen, in a contrasting shade, are applied to the towel.

You may have them in white, trimmed in a pastel colour, or vice versa. (We liked white with blue best.) Each towel will cost you just $3.50. You may buy them from Léron, the linen shop at 745 Fifth Avenue. There are lots of other pretty towels here, too.

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Specialists in fitting AAAAA to C
8½ 9 9½ 10 10½ 11 11½ 12 add $1
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Cockatoo . . . .
Mailed to Order in AAAAA
"Cockatoo" has far more than beauteous looks under its wing. Modern elasticizing keeps it ever firm at heel and sides; deft design assures no cut at instep. Cool in petal-soft white buckskin, with high, medium, or new flat heel. Sent promptly anywhere on order 12.75

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Esther Dorothy
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$2000

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Pieter de Witt Diamonds Ltd.
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. . for permanents
20 EAST 57th ST. N. Y.
PLAZA 3-3900

"My husband's at sea...my brother's in Egypt...and I am running four looms!"

BLITZ TIME NEARS—and all over besieged Britain, men who have spent hours at their jobs go out to repel the dark invader who brings death through the night sky.

ATLANTIC LIFE-LINE—A convoy at sea, bound for America with the goods British workers must sell to buy what they need from us.

BUY SOMETHING BRITISH

EVERY DOLLAR YOU SPEND ON BRITISH GOODS STAYS RIGHT HERE TO BE SPENT IN AMERICAN FACTORIES AND FARMS, WHICH ARE SELLING TO BRITAIN WHAT SHE NEEDS SO URGENTLY

THE Yorkshire woman who wrote the message above is one of the unsung heroes of the Battle of Britain. Thousands like her depend for their livings on fine handicraft industries which cannot make war materials. These goods must be sold if they are to buy for their families the household supplies they need to keep going.

The money appropriated under the Lease-Lend Act takes care of war essentials only. It does not extend to other products and materials required by British civilians to maintain their health and their splendid morale.

To buy these in America, Britain needs dollar exchange. Every dollar the public spends on British goods stays here in this country. It goes for American products made by American labor. At the same time, it helps Britain pay her way. Buy something British —woolens, china, leather, toiletries—nearly all specialty products of custom-built quality, which do not compete with American goods. You can do this easily, quickly, painlessly. We think you'll enjoy doing it. And it will mightily help the ordinary Briton. Your purchase will aid British breadwinners to undergo the terrible shocks to which they are constantly subjected. For morale is highest among those who are usefully employed. It is shattered quickest among the idle.

This week, many merchants are displaying British goods. When you buy, you are not only getting full money's worth but you are keeping British and American workers busy—helping to advance the economic co-operation between the two great democracies which we must have to win the war—and the peace. When have your dollars ever bought so much?

LOOK FOR THIS SIGN

Committee to Aid Britain by Reciprocal Trade

572 MADISON AVENUE, NEW YORK CITY • PLAZA 3-3048

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July 1, 1941

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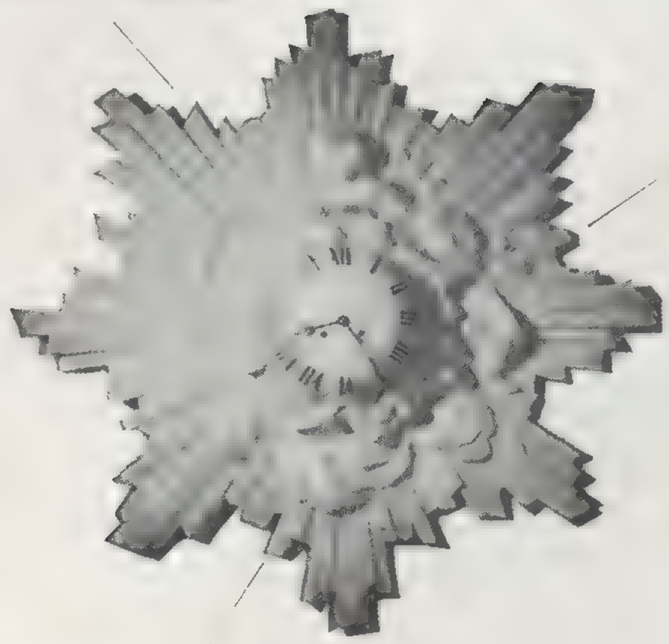
TONI FRISSELL

Women with wings—thousands of them training this way for defense...thousands more training in other ways. This issue tells how. Sandy Rice, Vogue's model, soon to get her pilot's license, is shown at Roosevelt Field, with Waco Trainer biplane

COMING JULY 15th



VOGUE'S SUMMER READER

Here's a happily balanced ration of summer reading—all packed into a single issue of Vogue. Fact and philosophy, wit and challenge. Eighteen brilliant authors writing on subjects of interest to you. Three hours and thirty minutes of provocative reading.

AND... the big fashion story of the month: Vogue's first forecast of Autumn fashions. Study it carefully! You'll find these prophetic clothes—hand-picked for you by Vogue's editors—your best insurance against costly errors now... and later on.

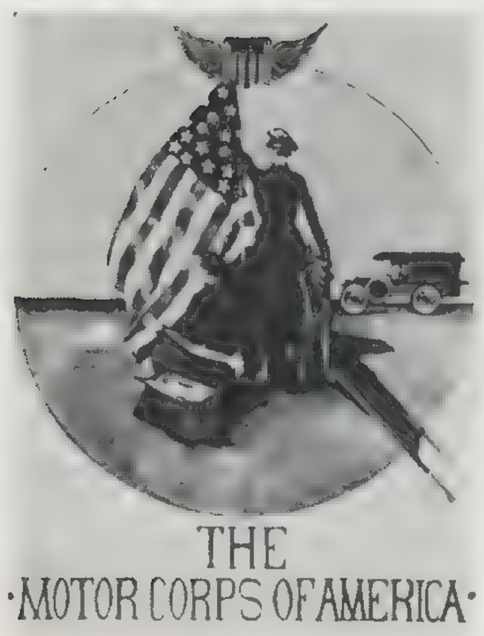
IN THIS ISSUE:

CARSON McCULLERS writes about the Young and the War
LYDIA KERENSKY describes life in Australia
PAUL GALLICO, minus all tact, advises women to discard sophistication
LEO LANIA describes the curious effect of U. S. Camps on nearby towns
ILKA CHASE writes of Love and the Singing Heart
SALVADOR DALI paints and explains the wedding of Jewellery and Art
DOROTHY WALWORTH remembers Vassar and a former Greek Premier
JAMES HILTON speaks about his experience with the movies
LESLEY BLANCH writes of England's changing values
JOSEPHINE HERBST describes an "Auction in Bucks County"
MARGARET PETHERBRIDGE shows you a new Fashion Cross Word Puzzle
FRANK CROWNINSHIELD gives his notes on some Terrible Hostesses
REX STOUT discusses the mysterious women who write mystery stories
JOHN MASON BROWN tells you about some fine uses of trains

Plus VOGUE'S FASHION FORECAST for AUTUMN

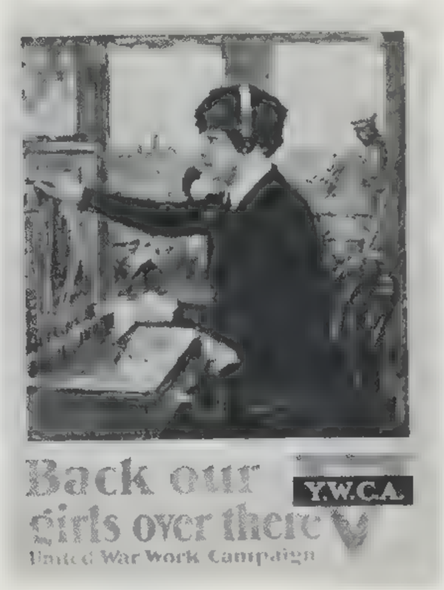
JULY 15th ISSUE • ON SALE JULY 10th

Vogue's-eye view of WOMEN in DEFENSE



PERHAPS you are mercifully too young to remember the posters on this page...perhaps you remember them only too well. They fired hearts and spirits in 1917, when—as now—America's women rallied; when—as now—women took up the urgent, unheroic, behind-the-scene tasks of an Unlimited National Emergency.

This issue of Vogue is, therefore, dedicated to to-day's Women in Defense. It brings you the facts on what is being done, what remains to be done, what you yourself can do in this great effort. It pays tribute to the magnificent example of England's women, under the leadership of Stella, Lady Reading. It examines the actualities of being a Navy Wife, an Army Wife. And, ever a woman, it looks, too, at what you might wear when you visit a Seventh Regiment beau—or a Senate hearing in Washington, Unfinished City.



40 Million Women FOR DEFENSE

When this photograph was first printed in a newspaper, the caption read "Angels of Mercy." These women, hallowed as they seem by their veils and the extraordinary light that envelops them, are not angels. They are women who have grown to their full stature.

The veils are not there only for hygiene. They are symbols both of renunciation and of acceptance. Renunciation of petty preoccupations, small vanities, nagging doubts, and, above all, fear of facts, however brutal. Acceptance of discipline, of effort, and of facts, however brutal. For these women—as sickened by violence or destruction as you or I—are prepared to face blood and wreckage. They are prepared to face death; and that is the mark of maturity in the human being, as in the nation.

There will be millions of others like them in this country: women who realize that evasion will never bring peace to themselves or to their children. The symbol of their awakening may be not a veil, but overalls, earphones, hammers, or even pens.

The English have shown them—have shown us—how. The resistance of that island is at least half due to its women. They are miracles of courage and capacity. And more miraculous, in spite of tired faces and toughened hands, they mean more than ever to their men. In gentler times it may be entertaining for a man to have a helpless wife: an ornament, a luxury, a "child." The American husband especially has for a long time demanded—and in consequence received—too little from the wife he supports. But a man in danger, a man fighting, has little patience with a woman who is only half alive. And to-day no one is wholly alive who does not know that the choice between a world of degradation and a world of hope depends entirely on the immediate and unrelenting effort of each one of us.

Opposite:

This photograph, taken May 14 in the Waldorf-Astoria Hotel, is one of the most significant news pictures of 1941. Its subject: the ceremonies marking completion of training courses for 890 volunteer workers of the New York Chapter of the Red Cross

HERALD TRIBUNE—ROSENBERG

Women Work for Defense

A million volunteer trainees, eleven million industrial workers, women in 23,000 organizations—all in the women's army for defense

As this article goes to press, America's entry into the War is still swaying in the balance. But whatever the decision, the American women are now involved, deeply and faithfully, in the most enormous concerted peacetime defense effort this country has ever known. In this new war, women have no time to stand and wait. They are more than nurses and home-fire watchers. They are the country's second line of defense.

And this second line of defense requires of us a solid training in some eighteen basic skills. Almost all of us are now polishing up our abilities to serve as volunteers. The United States Army will use some of us. We are needed for public morale work, for helping with our international relations with the other Americas. We are needed for defense industries. And, most important of all, every plan for civilian defense lists us. Right now, women in Maine and Oregon, and Florida, in Illinois and California, are learning, in small, compactly organized groups, the fundamentals of nutrition, war photography, first aid, map reading, and nursing in all its branches. They are learning what the men of Britain found out: "Women are a peacetime luxury, a wartime necessity."

To sharpen ourselves against crisis, American women have been working under four or five key women in the Government and under two women in private volunteer organizations. That powerful organizer, Mrs. Dwight Davis, who once gathered up the women to fight against Prohibition, now has thousands of us in the Red Cross Volunteers. (Graduates of the Volunteer Service courses are as eligible as reserve officers for active duty, since the Red Cross, with all its 3,719 chapters and 6,585 branches, is, by Act of Congress, an arm of the Government.) Clever Mrs. Alice Throckmorton McClean, who used to spend her winters in England, organized from scratch the American Women's Voluntary Services, following the pattern of the British organization. Now some ninety-three branches in twenty States are going at full force, specializing in training for Communications, for Air Raid Precaution, for Physical Fitness. Between the A.W.V.S. and the Red Cross, a million or more of us in this past year have trained in hospitals, washed cafeteria dishes, taken apart motors, used Western Union teleprinting machines. And none of it was gay.

The fall of one free nation after another has built for us a sombre and furious background for action. To help keep it in the background, most of us are violently eager to work. For the sharpest emergency, as well as for the bread-and-butter parts of defense, women are preparing. In the greatest crisis, aerial bombing, this is how we are needed—this is what might happen:

A ROOF-WATCHER anywhere in America sees a bomb fall. He sees the brilliant, morbid blue flame lick. He rushes to the nearest phone. A clipped, trained woman's voice answers him. Other women in the Central Office sift his news, notify Fire and Health departments. More women, driving ambulances, follow the screaming fire-engines. Women set up First Aid stations, bandaging, making splints, salving burns, helping to drag, if needed, smothered bodies from burning halls. Women in hospitals nurse the wounded; women in Air Raid shelters feed the hungry, calm the frightened. In bureaus far from disaster, more of us are planning the allotment of food supply, the evacuation from bombed spots.

For in actual warfare, the need for women widens. Women who have never driven anything except a sedan may be driving Army trucks. That is why the Motor Corps courses are filled with young, clever women itching to get their hands on a grease-heavy engine. In England, the men discovered that the women are resourceful, dependable, brave, able to drive a "five-hundred-gallon lorry of gasoline down a street flaming on both sides."

ANOTHER group of us may find ourselves working for the Army. Two and a half months ago, General Marshall, Army Chief of Staff, asked for a half-million men and women to aid the Air Force. He wants us as part of a giant network, covering the whole country, ready to notify the Air Force of enemy planes. (This network, following the British system, was tried out last January when 10,000 volunteers gave the alarums in a mock attack against the whole New York-New England area.) In his plea for workers, General Marshall wanted trained volunteers—radio, switchboard, telegraph operators, clerks, typists, chauffeurs. And those of us who have learned typing, tabulating, and filing for the great Red Cross Staff Assistants course, are vital. It takes an incredible number of files to run defense!

But others of us will work directly with the Air Force. Those women who have taken aviation courses through Women Flyers of America will be ferrying planes from factory to air base, will pilot officials around the country, will break in newly overhauled fighting planes. (The break-in means long, dreary hours of slow flight.) Some of us who have taken the Women Flyers Parachute Folding Course will join the Army, like our brothers, as trained parachute-riggers' assistants. And every rigger needs two assistants and every parachute, by Army regulation, must be refolded once in every forty hours of flight. (That's a perfect example of the second line of defense.)

Women may work in the Military Information sections—women who have graduated from A.W.V.S. courses in Map Reading and Photography. Those who used to photograph kittens lapping up milk now are vital as volunteers in aerial and documentary work. Others go in for camouflage. All are necessary. Back of these women, but working for the Army, although no officer may ever see them, is the great group of us who meet to sew, knit, make surgical dressings at the Red Cross. Over forty million dressings alone have been asked for by the Army.

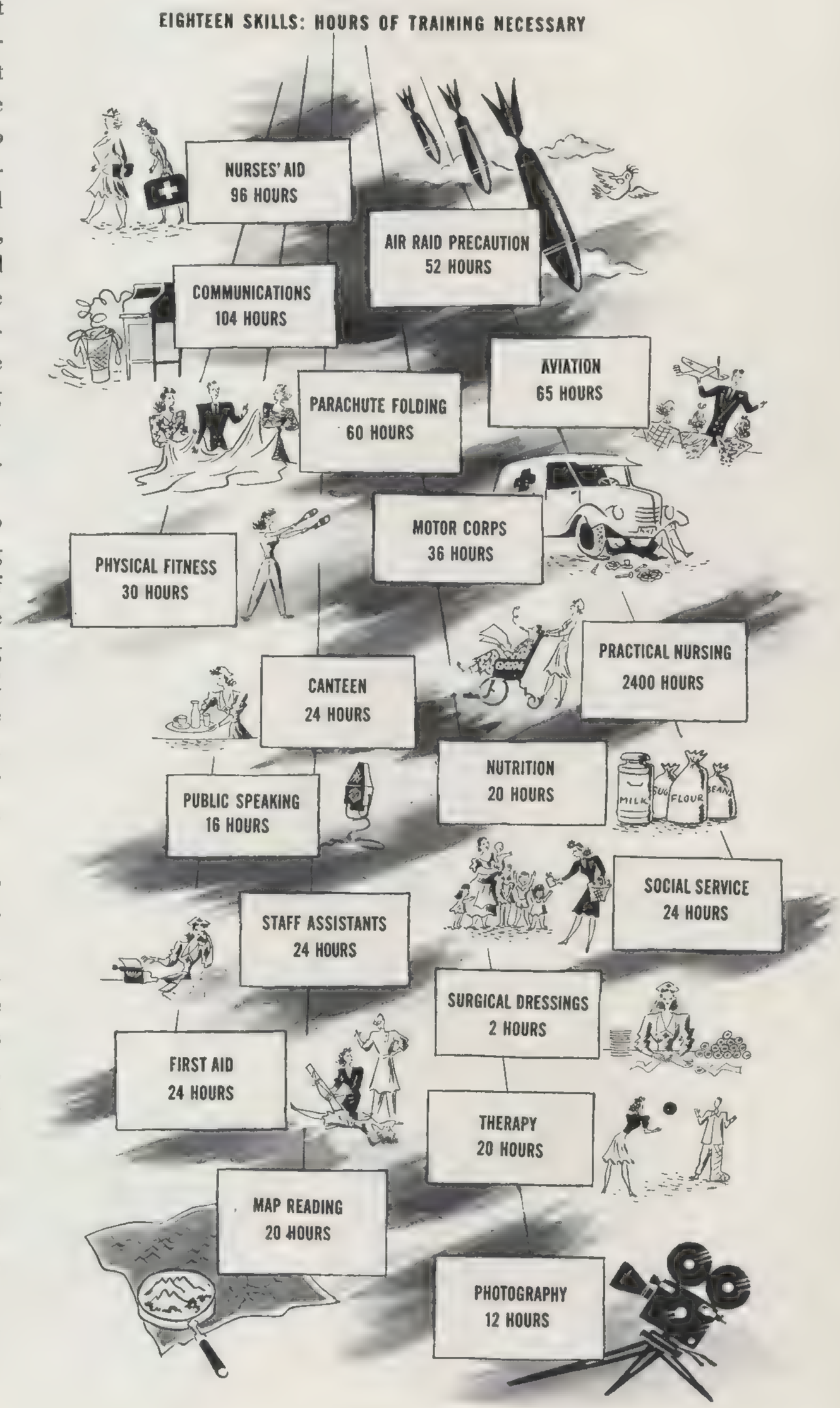
But there is another group of us, equally vital—those of us who want to make America's Saturday nights one big community-sing, with soldiers and sailors and defense workers happy off duty. To do that, the United Service Organization was started to solve the problems which began the afternoon that the first selectee polished up his boots and buttons and started for Saturday-night fun at the nearest town. He got there, and there was nothing to do. The little movie house was full. There weren't enough park benches, reading-rooms, meeting-places. He felt discouraged, and the little towns were desperate. Into that breach stepped the agencies that remembered the problem from 1917—the Y.M.C.A., Y.W.C.A., the National Catholic Community Service, the Jewish Welfare Board, the Salvation Army, the National Travellers Aid, now all banded together into one defense agency. In over three hundred towns, the Federal Government is to build clubhouses, which, with a sigh of relief, it will hand over to the U.S.O. to run. And women are staffing the clubs, helping to raise the money, dancing with the men on Saturday nights, singing with them at rousing community sings.

It is all part of public morale, and it has nothing to do with the kind of comfort and cheer that goes along with a calves'-foot-jelly-smile. The whole huge field of public morale work has absorbed thousands of us. Some of us have taken the Therapy Courses and are now working with the Health Departments of our towns, teaching special games and exercises to the crippled. And some of us are talking, but now with a purpose—women who have taken the public-speaking courses can tackle even a street-corner crowd. (Every bureau needs hundreds of these speakers, enthusiastic, glib, and full of their subject.)

Most of this kind of training work is being done, of course, by the two major organizations—the A.W.V.S. and the Red Cross. Practically every one of us by now knows Mrs. Davis, her lean, handsome face, her brown sharp eyes. Her kinetic drive helped push through the attack on Prohibition when hundreds of her volunteers talked on street corners, stood up in open cars, petitioned, urged the end of Prohibition. Her methods worked, and politicians marveled at her ward-heeler's thoroughness. (She was Mrs. Charles Sabin then.) Now, as National Director of Volunteer Services of the American Red Cross, she is using that thoroughness to train a million volunteers.

Less organized, but perhaps more spectacular in its flaring growth, is the American Women's Voluntary Services. Dark-haired, forceful, the-sportswoman-turned-organizer, Mrs. McClean, its head, was in England when the war began, and stayed there until the spring of 1940, working with Lady Reading. When she came home here, she began her American Service, giving free courses in defense to over seventeen thousand women.

But there is another enormous army of women in defense. And these women are led by four Government divisions and by the women who guide them. The first of these is Harriet Elliott, head of the Consumer Division in the Office of Price Administration and Civilian Supply. She's concerned with the ordinary needs of the ordinary citizen—the prices we pay for milk, shoes, and rent. A Quaker, a great believer in international cooperation, she left her deanship at the Women's College of North Carolina to supervise the consumers' needs and to steer the buying of the nation away from the basic materials that are needed for the armament program. (Cont'd on page 24)



These Women Plan for National Defense

TONI FRISSELL

Mrs. Dwight Davis (centre), a Red Cross head, with Mrs. Walter Lippmann, Mrs. H. Eustis

Miss Mary Anderson heads women in industry, runs the Labor Dept.'s Women's Bureau

Miss Mary Winslow works in 23,000 women's clubs for Pan-Americanism

These Women Are Training and Working

(Continued from preceding page) In doing this, Harriet Elliott has become involved with all kinds of price-problems. When the Army wanted a million-odd pairs of socks with specifications so rigid that 45% of all the machines would have been tied up for months, her Division recommended changes, with the final result that the million socks came off 13% of the country's machines. The price to consumers did not have to rise. Her division is the buffer between the needs of the little man and the price-raising effect of the sliding avalanche of Government buying. There isn't one of us who isn't touched by it.

NEXT to Miss Elliott, Mary Anderson, as head of the Women's Bureau of the Department of Labor, works with the largest group of women. She has been twenty years in the Department of Labor—dignified, deliberate, a furious fighter for women's rights. From the sea of research into which her Bureau is plunged, several odd bits of information about the capabilities of women in defense industries have come out. Women are better than men in operating overhead cranes. Women are incomparable in the delicate art of making time fuses. (Even male watch-makers are not as good as women who have switched over from expert embroidery.) Women, in fact, can do all kinds of work—from die-sinking to welding. And we will.

Besides Mary Anderson and Harriet Elliott, there is Miss Mary Winslow, a quick, sharp, attractive Bostonian who does (Continued on page 74)

To work in aviation for future defense, these Mariner Girl Scouts of Dobbs Ferry, N. Y., learn how to spin a propeller as part of their preliminary course

To cope with the problem of evacuation and billeting, women learn reception and organization work in the Red Cross' Staff Assistants Course

Mrs. William A. Barber supervises all hospitality to Latin-Americans

Mrs. Alice McLean trains 17,000 volunteers in the American Women's Voluntary Services

Miss Harriet Elliott heads the Consumer Division of the Price Administration Office

Under Them

KARGER

To work for the Army's Information section, women learn photography at the American Women's Voluntary Services

To rescue, women learn the "fireman's crawl" in Red Cross First Aid

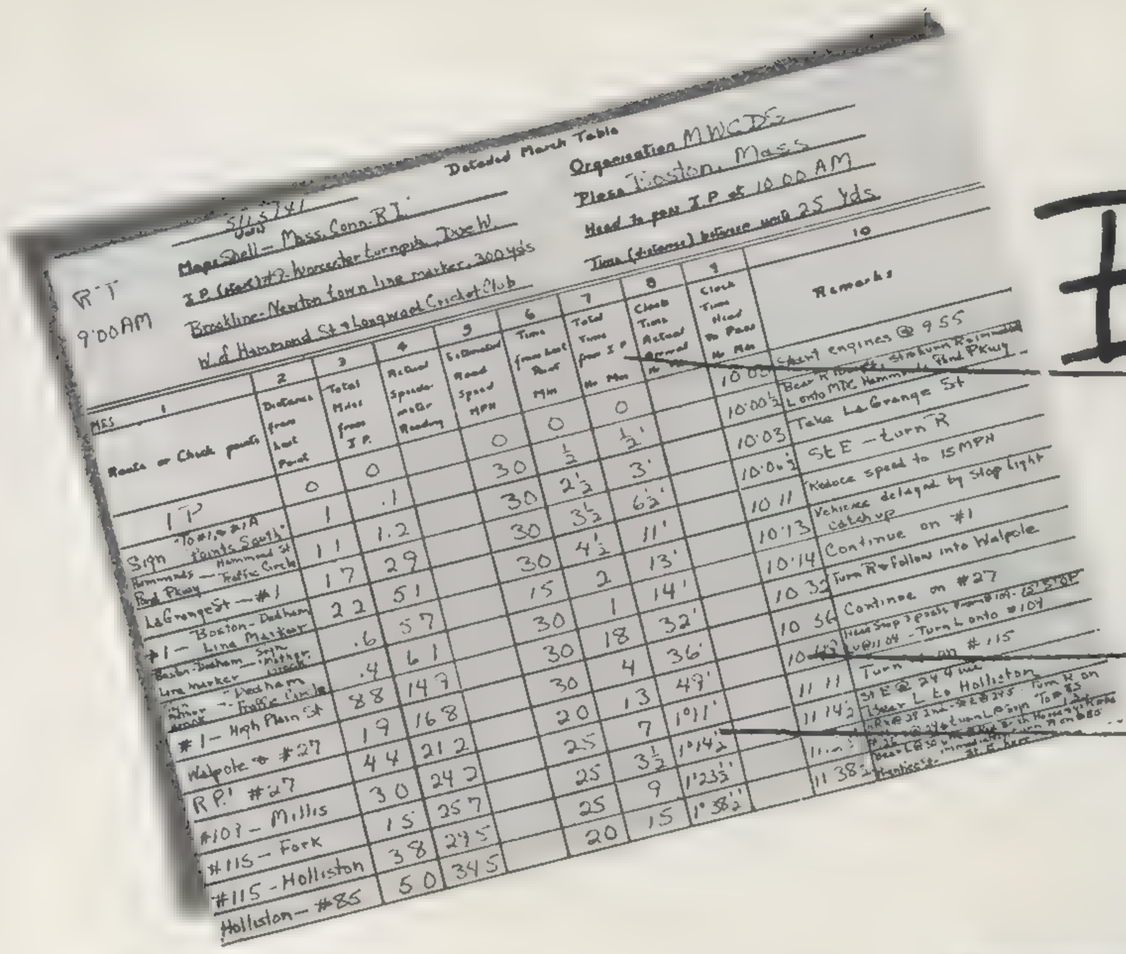
To give the wounded First Aid, women practice splinting at the Red Cross' New York Chapter

WALTER SANDERS

To work in any Transportation Bureau, women learn Map Reading in the A.W.V.S. course

To transmit Air Force information, women learn teleprinting in A.W.V.S.' Communications Course

To drive trucks and ambulances, women study engines at Red Cross or A.W.V.S.

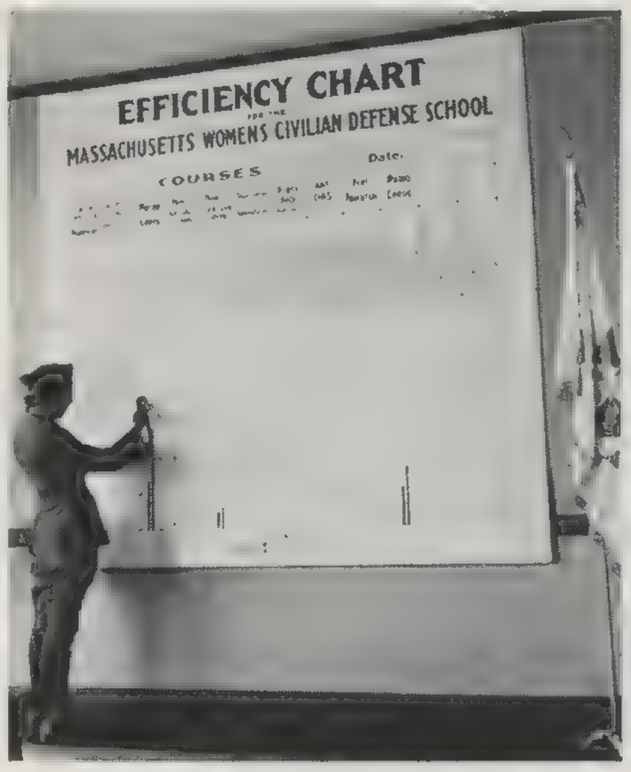


Evacuation Practice

Boston women, on six-hour motor convoy, train for civilian evacuation

A MODEL for defense schools throughout the country, the Massachusetts Women's Civilian Defense School in Boston graduates some three hundred women a month. (The first of its kind, a pattern for all New England, it is copied even in Florida.) It is run by Natalie Hays Hammond, daughter of John Hays Hammond, who started this school after thoroughly organizing her own town, Gloucester.

Last month, Vogue followed fifty students enacting the possible evacuation of Boston. In a convoy of some twenty cars, the girls followed, under Army instruction, a minutely-timed Army march table. They started their cars at a whistle, on the Brookline-Newton town line, drove through traffic, detoured by back roads, stopped, checked motors, reached their objective —Mt. Wachusett—no more than one minute late.



9:15—At Massachusetts Women's Civilian Defense School—a uniformed woman driver marks chart

9:50—Officers check watches: Lieutenant Fred Grant, Colonel Natalie Hammond, Sergeant John H. Marshall, Adjutant Phyllis Connard

1:35—Lieut. Grant, after car inspection, lines up girls in double rows, puts them through simplest Army drill

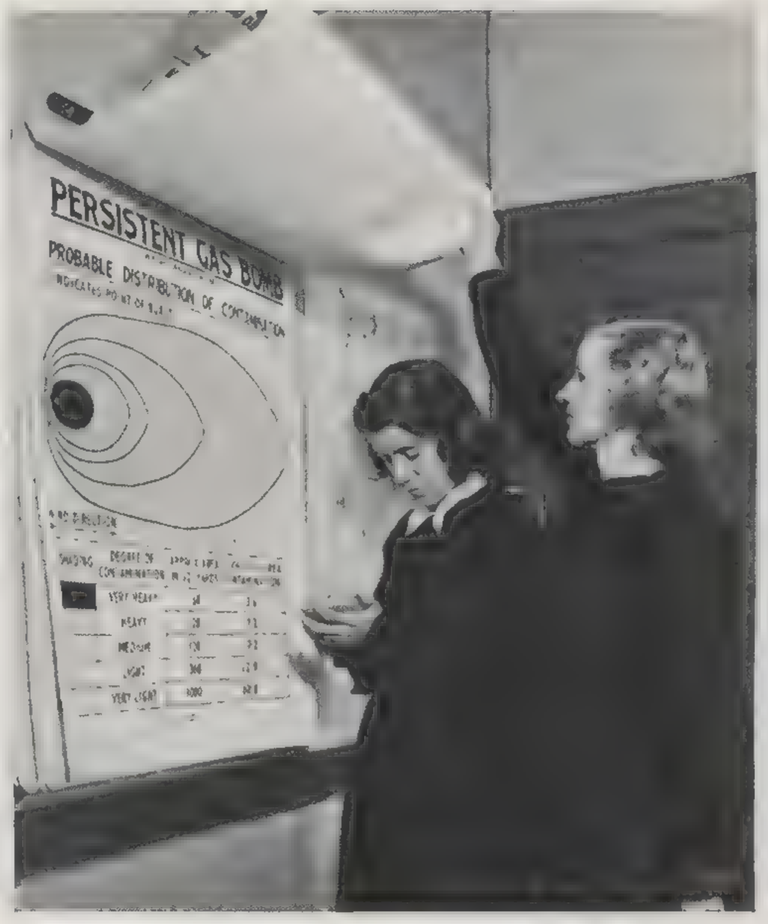
1:50—Lunch at Mobile Kitchen of the Gloucester Civic Patrol. The convoy drivers take place of true evacuées, drink plenty of coffee, relax

2:45—Convoy on way to Boston passes Camp Devens, halts for motor checking. (It arrived home two minutes late on its six-hour haul.)

KARGER

1:27—One minute late, the twenty-car convoy arrives at its objective—Mt. Wachusett, seventy-two miles from starting-point. Here convoy drivers drill, check their motors, eat a canteen lunch of sandwiches, coffee, and honey buns

5:00—Back at the School, where almost all the defense skills are taught, a student studies a decontamination unit



5:20—Students, studying the hideous effects of Persistent Gas Bombs, consult charts in Colonel Hammond's neat office

5:30—Three students demonstrate gas masks of three different countries: upper left, American; lower, British; right, French

Washington.... the Unfinished City

1790–1941

WASHINGTON is the only great capital city which to-day possesses both its body—its magnificent outer shell—and its soul. Paris, its cathedrals, its splendid avenues and triumphal arches intact, is nevertheless desolate. London, its proud heart still unbowed, is littered with the ruins of its loveliest and most ancient buildings.

Only Washington is still physically imposing and spiritually alive—more alive, now, than it has ever been. It is the crowded, chaotic centre of our mighty defense effort; channel for a brawling torrent of action and event. But into this torrent there flows constantly, now as always, a quiet tributary river of ordinary American citizens, come to look at their capital city.

It is a beautiful city. But it is still unfinished; still being built. "Extravagant" and "visionary" were the adjectives most frequently hurled at Pierre Charles L'Enfant, when in 1790 he proposed his plan for a "Federal City," to be built on the Potomac site chosen by the great Washington. So visionary were his plans, so far ahead of their time, that even to-day the city has not caught up with the magnificence of his dream.

It seemed the city's fate never to be built at all. In 1815, it was burned to the ground. Its restoration dragged on; L'Enfant's plan slipped into oblivion. Half-finished Greek temples of pretentious size housed careless workmen whose labours had no apparent end. Until the Civil War, the "City of Magnificent Distances" that L'Enfant had envisioned was a bitter joke, known as "Wilderness City," "Capital of Miserable Huts," "A Mudhole almost Equal to the Great Serbonian Bog." So dreary was the outlook that in 1846 the citizens of Alexandria, then part of the District of Columbia, begged to be given back to Virginia; and defeatists in Congress offered continual resolutions to have the capital moved somewhere else.

Not until the 1860's was L'Enfant's plan revived. Buildings began to spring up; eyesores to be removed. But to-day, it is still unfinished. The new National Gallery and the Jefferson Memorial are its latest additions, but surely not its last. And there is a tourist camp near the White House.

Washington is unfinished perhaps because, like the scheme for the nation itself, L'Enfant's vision for the city was too grandiose for human acceptance. The freedom and beauty and majesty of that first conception of democracy have, like the city which represents them, struggled oddly, unevenly through the years. And as in Washington itself, sometimes the marble temples of democracy's ideas have housed unworthy workers. But Washington will go on building far beyond L'Enfant's plan. And so, too, will the spirit of man's freedom, from which the city sprang, go on building, expanding far beyond its beginnings—forever unfinished.

OPPOSITE: Washington, D. C. —where the women of to-day help shape the destiny of to-morrow. Here—the breath-taking, pure-white Lincoln Memorial, with its statue of the Great Emancipator, its record of his great speeches. The visitor wears a white dress of rayon crêpe. Lord and Taylor

PHOTOGRAPH BY TONI FRISSELL

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TONI FRISSELL

WASHINGTON, D.C. SUMMER 1941

WASHINGTON, D.C....where all the things we are called on to defend seem more real, more immediate, than anywhere else; where women are doing their part at the Red Cross Headquarters, the United Service Organizations, civilian defense bureaus. Gazing at the Washington Monument above—a girl in a shantung dress, striped hat. Bonwit Teller; I. Magnin

THE CAPITOL (opposite)...where the 77th Congress now sits deciding the most momentous questions of the Nation's history...where the galleries of the Senate and House are crowded with more women than ever before. Mounting the steps on her way to a Senate debate—a girl in a green shantung dress, gaily striped hemp hat and bag. Altman; Neiman-Marcus

Navy Wife

Grace Zaring Stone, author of "The Bitter Tea of General Yen," writes of the world's most adaptable women whom she knew in her twenty-four Navy years

ONE evening at dinner, a Turkish diplomat said, surprisingly I thought: "It is generally believed that the Western woman is the most spoiled on earth, but I don't agree. The Mohammedan man expects less of his women than does the man of the West. We are allowed four wives, which means that we agree, in principle, to expect only a quarter of the qualities desirable from any one woman. In the West, a man expects a delightful companion, a good mother, a wise manager, and a loyal friend all in one. Isn't that too much to ask?"

As this was dinner conversation, we didn't try to be very profound, but we agreed that the Western man certainly expects versatility. Perhaps, I thought, that is why in our Western world no one considers the Navy wife to be very exceptional, even though, of all the women I know, I should say she was the most versatile. Still less, perhaps, at this present state of world affairs, because to-day nearly every one is called on for some adjustments, and many of them are startling.

To-day, a young woman married to a successful businessman with a house on Long Island unexpectedly finds herself with her income drastically reduced and her husband on a destroyer based on San Diego. Or perhaps the young husband has just started a professional career in some Midwestern town: he puts it aside before it is fairly begun, and the wife, in the midst of a sudden emptiness, a sudden lack of direction, becomes a rather vague person waiting around for letters that are a long time in coming.

THERE are thousands of such cases. Each woman consoles herself, no doubt, with the certainty that it is only temporary, but I feel sure that she must wonder a bit at times about those other women whose whole lives have been based on these small incomes, these uncertainties of movement, these long separations. She must wonder what sort of lives such women have managed to make for themselves, what state of mind they have arrived at, and what have been their compensations.

OPPOSITE—THOMAS JEFFERSON MEMORIAL (designed by the late John Russell Pope), the not-yet-completed monument to that great apostle of democracy. Third President of the United States, author of the Declaration of Independence, his vital ideals help guide the nation to-day.

Standing alongside the pillars of typical Jeffersonian simplicity, a girl in a white rayon crêpe dress, navy-blue Angora jacket, blue-and-white straw hat. Bergdorf Goodman

The life of a Navy wife usually begins with a grand, or at least a romantic, wedding, where, for once, the groom is more dazzling than the bride. She enters her new life under an arch of swords. (There will be moments later on when that arch may seem symbolical of much that is expected of her!) The chances are that she moves, with her shining gifts, into a boarding-house room in Norfolk or a tiny flat over a garage in Long Beach, Cal.

PROBABLY she is living on a Junior Lieutenant's pay. That is not princely, and out of it her husband must buy his uniforms and pay his mess bills on his ship. It is probable that she will have to learn to cook, and she may have to make some of her clothes: to learn what pressings, renovatings, and bargainings are necessary to keep up an attractive appearance after the trousseau has worn out; how to entertain with grace on little expenditure.

Also, she must learn how to make dreary rented quarters agreeable. As to this matter of the transformation of unhopeful rooms, we are told a great deal lately about what miracles can be accomplished with a mixture of paint and bold imagination. It is in the spirit of our times to admire what is resourceful, captivating, and impermanent. Navy women have been ahead of the times on this. One of the rooms I shall always remember with pleasure was a living-room that I saw long ago in Charlotte Amalie, in St. Thomas. It belonged to the wife of a Junior Lieutenant, who had made it completely charming, in its bareness, by three immense polished sea-turtle shells hung like shields on the whitewashed walls, a few sprays of coral on old West Indian tables, and a red lacquer tea-set in one corner.

As time goes on, the Navy wife begins to acquire "things." She becomes, in a modest way, a collector. In China or Panama, she haunts the shops and markets, and, when her husband makes a cruise to foreign ports, she gives him a list of what to bring back. Her taste is developed by the extreme range of what she sees and constrained by the necessity of keeping within a baggage allowance and the fact that generally she has no permanent cellar or attic for the storage of useless or mistaken ornaments. She may become a passionate collector, but she is also a ruthless thrower-away. (Continued on page 68)

PHOTOGRAPH BY TONI FRISSELL

CECIL BEATON, LONDON

FLIGHT LIEUTENANT "GINGER" NEIL, WHO HAS DOWNED NINETEEN PLANES, PUTS ON HIS PARACHUTE BEFORE TAKING OFF

CADET IN "AIRCRAFT RECOGNITION ROOM"

"MAC" FLIES FIVE MILES HIGH DAILY FOR REST

GEOFFREY FISHER, HEAVY BOMBER PILOT, JUST NINETEEN

R.A.F.

The air warriors who cry "Tally Ho!" as they dive valiantly into action

By Cecil Beaton

Sometimes I have seen you Americans baffled by our apparent lack of feeling, and have heard you say, rather angrily maybe, that perhaps we don't feel anything really deeply. A casual visitor to an R.A.F. Station would certainly get this impression from the lighthearted way in which the war itself is dismissed. The manner in which being "bumped off" is only mentioned in the most flippant spirit, and the way the men never again refer to someone among them once he has been presumed lost. There is an unwritten law that considers it "letting down the side" to display emotion. But I know the feeling is there. It is controlled, smothered, by a self-preservation instinct.

In a community where the presence of death is nearly always near-by, where the law of averages against survival is not kind, and where so frequently from one day to another, from one hour to another, a friend may "fail to return," these subjects are forbidden in conversation. If the emotional elements were allowed free play, the shocks would be harder to bear.

To all these men, for the time being, the aerodrome is their world. That is accepted as their duty. The life of their family or fiancée is relegated to its position outside the barriers until the big job is over. It is even simpler not to embark upon friendships when life exists so perilously from day to day. There is something monastic in the way these men lead the life that makes them most fitted to carry out their great responsibilities. They seem quite carefree and gay—yet they are quiet and reserved. I doubt that they are buoyed by the thought that the world will be a better place through their sacrifice.

CADET PILOTS LEARNING MORSE CODE

In the evenings, they divide into groups of four or five, those who are in the same flight, or have the same amount of spare money, to drink a mug of beer at the local pub, or to go to the movies, where they acquire a few additions to their rather naïve repertoire of American slang, so fashionable in the R.A.F. It is said that the further removed from a large town, with its girls, colour, and distractions, the better is the spirit and morale of a Station.

In the Officers' Mess, the men who are fighting the Battle of Britain and on whom civilization so largely depends, are like serious, but eager schoolboys—all trying to learn more about their jobs, exchanging technical experience, poring over aeronautical magazines of a highly scientific nature, and scrutinizing the newest inventions shown in the *Illustrated London News*.

There is "Freddie" Fisher, whose full name is Geoffrey Wilson O'Neil Fisher. He struck me as being unlike one's preconceived idea of a "bomber." This man with the responsibility of piloting himself, a Wellington, and his crew of five to raid Germany and Italy, is only nineteen years old. Æsthetic, lean, and tiger-lithe, with the voice of a scholar and the hands of a violinist; with his strong, yet rather feminine features—he typifies the nobility of our cause, the perfect contrast to the type our enemy produces. From the way he rather nervously chain-smokes, and from the look in his eyes, one notices the first signs of fatigue after the months of waiting about after being briefed, and of eventually taking off on twenty-nine trips.

And there is Neil, who is known as "Ginger." At the beginning of the war, he was a bank clerk in Manchester, but, volunteering right away, he already wears the D.F.C. and bar, and has brought down nineteen enemy planes. Incidentally, neither of these chaps drinks anything stronger than milk.

And Digger, with the wonderful Ouida mustache. He was copper mining in Rhodesia, but bicycled through the Congo to Dar-es-Salaam, and eventually, after another eight months, got to England to fight. He has done over twenty-five bombing trips, and has had terrific escapes. Once his wireless operator was (Continued on page 73)

Lady Reading,
organiser of a million women
for the civilian defence of Britain,
sends a message through Vogue
to the women of America

WOMEN of all time have shouldered with fortitude and selflessness the heavy burdens put upon them, and every member of the Women's Voluntary Services is proud to-day to be called upon to play a part in guarding the inheritance of posterity.

As Chairman of the Women's Voluntary Services for Civil Defence, I have the greatest pleasure in taking this opportunity of voicing our most grateful thanks to the generous and sympathetic American public that has sent us such wonderful gifts.

The women of this country realize to the full what this sympathy means, and the help it is to us is immense and deeply valued.

As women, we deem this is our war, in that it is a war of right and principle—a war for those things which we wish to hand on as a worthwhile inheritance to our children.

We know better than any one else the value of the unspectacular work that has to be carried through: the feeding of the bombed; the care of the children; the clothing of those who have been made destitute; the handling of the food for those who are labouring to rescue persons trapped under bombed houses, for those who are fighting the ravages of fire or who are unable to procure food for themselves.

We work in a normal way on a normal basis, secure in the knowledge that our strength is to preserve normality for the nation in a time when the horrors we are experiencing could easily create a false outlook on life. The girl who has the courage to continue serving hot drinks while incendiary bombs are raining down around her. The woman who perseveres in looking after people rendered homeless, although she has had no moment to think of her own home, which has just been destroyed by a bomb. The ambulance driver—the dispatch rider—the housewife responsible for others in her street! All these women, working from their own homes, are, by their work and outlook, strengthening those who have experienced the terror of devastation, in our national belief that freedom alone is worth having and that the price, whatever it may be, will be paid by the women of Great Britain cheerfully and uncomplainingly.

Our value is the doing of unspectacular work. Our strength is the cross-section of women in the country who are doing that work.

The children of to-day, and those of to-morrow, will inherit the freedom of mind, of body, and of speech which we believe to be their right, and they will enjoy this inheritance because the women of to-day are prepared to make any sacrifice to preserve that freedom for them and have the courage to endure, to persevere, and, if necessary, to die for the ideal of democracy.

We are fearlessly determined to defend God's greatest gift—
this gift of freedom.

SHE HEADS BRITISH WOMEN

BEATON, LONDON

The Dowager Marchioness of Reading runs the British Women's Voluntary Services

By Pamela Frankau

In May 1938, Sir Samuel Hoare, Britain's Home Secretary, gave the most important woman's job—the immediate training of half a million women for civilian defense—to a woman whom few in England knew. The sharp, inquisitive ray of publicity had pursued her for years, but she had remained genuinely mysterious. A secretary who had married a marquis; a believer in woman's rule over the world. A woman who talks little. And, finally, a brilliant organizer, with a sharp and witty tongue. In brief, Stella, Lady Reading.

The result of that first job is now the Women's Voluntary Services, an army of nine hundred thousand women. In their grey-green uniforms, the women whom Lady Reading organized are found wherever bombs fall, wherever devastation is most pitiful. They feed the hungry, billet the homeless, care for refugees. They staff a fleet of mobile canteens, including "The Queen's Messengers," a gift from H.M. the Queen. They transport hospital cases throughout raids. They pack vegetables for mine-sweeper crews. It takes a thoroughgoing logical mind, a tactical vision to set this kind of organization going.

The day war broke, only twelve telegrams were sent out from the central office to the twelve regional offices. The rest was mechanics. It is this organizing genius that has made Lady Reading famous. All the W.V.S. is stamped with her energy, and her own principles—personal service, complete naturalness, and calm efficiency. She considers patronage a mistake, but criticism a help. Without being bossy, she can command. She is accessible; she is just. The efficiency of the W.V.S. lies in her knowledge that delivering the goods is what counts; that ideals and speeches must be backed by a sustaining wall of practical methods.

And her methods are practical. To start the W.V.S. she motored 45,000 miles the first year, made 167 major speeches. She held a meeting of the representatives of all the varied women's organizations. Out of this meeting an Advisory Council was formed to send speakers all over Britain teaching the necessity of Air Raid Precaution training. Endless conferences with local authorities followed. The foundation of the W.V.S. was a bedrock of tough, monotonous work.

Now, if you call Whitehall 7383 and ask for an appointment with Lady Reading you will get it. She receives you in her office—there is always a vase of flowers on her desk—simple, direct, with the maps of Great Britain behind her. Her voice is low, carrying, effective. Although she can speak German, French and Italian fluently, she has no fluency whatever, not even in English, when it comes to private confession. But her public phrases stay in the mind. She once said: "A woman has to undertake the most difficult job in life—the job of running men. And she has to be educated to do it properly."

With all this public work, Lady Reading has still remained out of the British limelight. At the Round Table Conference of 1930, she was a member of the British Viceregal staff, the strong-minded Stella Charnaud. (Continued on page 74)

American summer life— seven places to recall those lovely summers that you spent in Europe

St. Moritz ... Sun Valley

In those quiet summers at St. Moritz, there were Swiss picnics, with beer and sausage, on mountaintops, golf on the slopes, dancing at the Palace Hotel and at Allie MacIntosh's crowded night-bar.

At Sun Valley, Idaho, now there are picnics the easy way, with everyone carried up the mountains on ski-tows, boating on the lake, ice-skating, golf, movies at the "Opry House," and, at little checkered bars, gambling or dancing with the cowboys.

Brittany ... Martha's Vineyard

In Brittany, there was fishing, and sailing, and watching the tide-race at St. Michel, and everyone stopped at Mme. Poulard's for enormous omelettes —was gay at Dinard, and sketched at St. Malo.

At Martha's Vineyard, there is easygoing fishing, sailing, and watching the Bedford boat come in. (The place is filled with Portuguese, all of them handsome.) Everyone stops at Fred of L'Avion's for lobster—and sketches Edgartown's old houses.

Riviera ... Santa Barbara

On the Riviera, at little places like St. Tropez or Rapallo, days were spent sunning, swimming, lunching in bathing-suits at outdoor buffets, motoring along the perilous Grande Corniche.

At Santa Barbara, where the wind-blown cypresses look like the Riviera, days are spent sunning, swimming, lunching al fresco, motoring on the highway fronting the blue Pacific, and going to the famous Spanish fiesta.

Sweden

Salzburg

Brioni

Scotland

Sweden ... Cape Cod

Life was at its simplest at Falsterbo, and the other little Swedish towns—surf-bathing, dunes, sailing, and photographing windmills, walking on stretches of flat, flat beaches.

On Cape Cod, life is at its simplest at such sweet old towns as Barnstable, Yarmouth, Bass River, and Sandwich—there are dunes, surf-bathing, and sailing, the picture postal-card windmill at Eastham, and stretches of flat, flat beaches.

Salzburg ... The Berkshires

At Salzburg, there was Toscanini, magnificent music, Lotte Lehmann, Reinhardt's productions, dirndls, house-parties in old castles, Austrian sausage, *lederhosen*, Mozart, and a high gaiety.

At the Berkshire Festival, there is Koussevitzky, magnificent music, Coca-Cola, house-parties in columned country houses, and a jam of some 70,000 Americans for the first two August weeks, in austere New England towns, filled suddenly with gaiety.

Brioni ... Pebble Beach

At Brioni, there was English Sporting Life in an exquisite Italian setting, golf on a rocky course, cycling through dark cypress trails, eating lots of *zucchini*, local cheeses and wine, with everyone gathering at the one tiny bar.

At Pebble Beach, there is the same touch of England plus Italy—golf on a famous course, cycling, eating lots of *zucchini*, cheese, and wine, with everyone going to dances at Del Monte or Carmel.

Scotland ... Maine

At the Scottish Trossachs, there was golf, grouse shooting, sheep-dog trials, the smell of heather, the moors, and magnificent salmon fishing in the pea-brown streams, trout-fishing in the lakes, cupped between gentle hills.

At the lovely lakes of Maine, there is golf, climbing the peak of Mt. Katahdin, the smell of the pines, the sparkle of lake air, and magnificent fishing for salmon, trout, and togue at Moosehead.

Cape Cod

The Berkshires

Pebble Beach

Maine

In Defense of Sentiment

By MAB WILSON

NOW that the world has been stripped down to its spiritual buff, and is, for the moment, exactly as beautiful and as ugly as it *is*, there is a special need for sentiment. A sentiment not to be confused with nostalgia for times past—lingering through old love-letters, looking wistfully at yesterday's maps (Spain regally antiqued-lavender, France tranquilly blue, Germany right there with a definite *line* around it...), but an active, functioning sentiment that de-confuses the bewildered and bulwarks the strong.

Actually, sentiment is how nice you are. It's that quality that makes people warm their hands at you; that makes shy children sidle up to you; that gives you an actual ambiance of delight, like a perfumed aura. Figuratively, sentiment is a yardstick which (held to the squinted eye of the world) measures the charm and education of your heart. And the heart of a woman of sentiment is a very special organ, with perceptions of its own. *Her* heart, for instance, hears strain in the voice of a friend, while others hear only hyper-gaiety. She sees the hidden joys, the unspilled tears, and reads the tragic future forecast in the sloped mouth of a spoiled child. She feels the quietude of the blind, and speaks softly, urgently, in answer to dangerous, unspoken griefs.

Because the heart of a woman of sentiment is not deceived, she has a large tolerance for those terribly frightened "too clever" people. She understands the hysterical uncertainty that wards off any deep emotion, any moving sadness or delight, by beating the air with repartee. Knowing perfectly well that flippancy can maintain an integrity, and that amusing dialogue can also spark from sentiment, she recognizes the basic fear that makes too-acid satire flash.

FOR herself, she is not afraid. She is quite willing to draw back the curtain of childish egotisms (known as defense mechanisms) and let the world have an unimpeded look into her heart. Being an experienced spirit, she does not fear that the world will take advantage of her exposed heart, her vulnerability. Since she is deep and fruitful of spirit, she finds no need to protect, to fence in, her best emotions.

God forbid that a woman of sentiment should ever be confused with the sententious, bromidic mouthers-of-Pollyannaisms. She is no kin to those women who purse their mouths, flutter their hands, and take a twisted, vicarious pleasure in head-line woes. The woman of sentiment does not reflect an emotion merely because it is current. She never tries one on to see how it becomes her. ("I'll just tip this smile a *little* to one side, and slant my eyebrows like that, and it's *almost* perfect for the Refugee Children Committee meeting.")

CURRENT emotions, topical urges, the expressions-of-the-moment ebb and flow around her, but the eternal quality of her sentiment keeps her steady-on, makes her trusted, and gives her the power to heal. She may move through this world with a Suzy sailor tipped crazily over her eye, but she can strengthen the weak and heal the wounded as profoundly as any Florence Nightingale. She's the Lady with the Lamp who can do her job across a night-club table or in a Madison Avenue bus.

Not that she is a psychiatrist. She is a dealer in "simples." And wherever she is, she has a capacity for making small joys multiply. Her presence by a fireside is apt to photograph itself on the heart forevermore. Children like her inarticulately. Her mouth and her eyes can triumph over the most outrageously beautiful sables—or a crooked spine.

SHE has the quality of spirit that throws shallow people right off their tinselly little trolley tracks, and stops, with one oblique glance, the treble babblings of the sentimentalist in mid-air.

Like the little boy in the fairy-tale, the woman of sentiment can be right *now* leaving a trail of millet seeds that someday will help to show the way back to the good lands.

Occasionally a woman falls heir to sentiment; frequently she accumulates it (like compound interest) through a lot of workaday living and learning; mostly she acquires it through intense and sensitive experiencing. Whatever her method—she is the well-beloved of the world.

Opposite—Finest basic form for the human face and figure, said the ancient Greeks, was the inverted triangle. American women fit into that picture—broad shoulders, slim hips, tiny ankles. So does this 1941 silhouette—see this elegant example in diluted shades of mauve and green Enka rayon crêpe. Bonwit Teller; I. Magnin. Flato jewels

PHOTOGRAPH BY RAWLINGS

THE TAPERING SILHOUETTE

The Place: the Starlight Roof of the Waldorf-Astoria. The Function: a benefit dance. The Cause: the Travelers Aid Society, a branch of the U.S.O. which helps the families of American service men and defense workers

The First Costume: a pinky-beige dress, in the very grand manner; silk marganza, with a black lace peplum bodice. Bergdorf Goodman. The Second Costume: a pencil-red, side-draped dress of silk-and-rayon crêpe. From Milgrim

"For the

benefit of . . . . "

The Place: the French Salon of "640 Fifth," the house of Brigadier-General and Mrs. Cornelius Vanderbilt. The Function: a military ball. The Cause: United Service Organizations, vitally concerned with the off-duty welfare of America's active service men. The Costume: a black silk net peplum dress, all fine pleats. Henri Bendel

White to stand on

July News—Head to Foot

News of hats and shoes and hair, news of dresses, stockings, jewels, fabrics, colour: news, news, news

It's news that nylon can at long last be made into lace stockings, and black nylon lace mesh is the current excitement in stockings. That the coloured stockings shown in June 1 Vogue are making bright streaks along the Atlantic Seaboard. That the sheerest stocking in the world has just been created—a breath-like nylon stocking like a smoky mist on your nether extremities.

It's news that three golfers one afternoon at the Cedar Creek Club (that's the new merger of the Woman's National and Creek) all wore the knee-length golf skirt of gabardine shown on page 38 of the May 15 Vogue. All three wore it with long-sleeved white silk shirts and knee-length ribbed lisle stockings.

It's news that Gertrude Lawrence bought the Mennonite pinafore and shin-length dress shown in May 1 Vogue; that the Duchess of Windsor bought the shin-length one in a "Heaven-on-Earth" print.

It's news that hair is smoother, not infrequently shorter or really long and coiffed. At the Benefit Ball given by Mrs. Cornelius Vanderbilt, the most beautiful head of hair was Señora Arturo Lopez-Willshaw's... shining braids binding her head, a string of pearls twisted through the braid, and a cluster of roses on top. Country note from the chic Madame Willshaw: brilliant scarlet espadrilles and turban to match, worn with a pale blue cotton dirndl.

It's news that iron has become a precious jewel. That a new rigid bracelet, made for Ann Sothern, is of ebony-black iron, edged with gold, and covered with gold charms. That iron cuff-links are shaped like miniature horseshoes, set with gold and diamonds.

It's news that old-fashioned ruby hearts have stolen back into women's affections. Ruby hearts on narrow gold wedding-bands, on guard-rings, on earclips. Mrs. Walter Wanger (Joan Bennett) wears a ring with a giant ruby-and-diamond heart, which lifts to show inside a small photograph of her children.

It's news that the soft shoulder which Vogue predicted last October, showed again this spring, will appear in new fur coats this winter.

It's news that black notes are the surprise notes of summer. That white evening dresses with black accents rank second to none. That tailored white or off-white town suits, worn with large black hats, black shoes, black gloves, look right and refreshing.

It's news that pale, pale blue shantung is about the most admired of all the admired shantung colours. No longer news, but Unassailable Fact, is the dominance of shantung in New York. Katharine Hepburn dining one night in a black shantung suit, pink blouse. Mrs. Edward Warburg in peacock-blue shantung. Gertrude Lawrence in raspberry. Mrs. Ogden Mills in green.

It's news that the big hat overshadows everything; in town and out; at Belmont, at Aqueduct, certainly at Saratoga. At a recent wedding, Mrs. H. Richmond Fearing and her eight-year-old daughter both wore huge leghorn cart-wheels with aquamarine velvet streamers. Newest of small hats is just a bicycle clip or a wire bandeau on which are tied five or six rakish bows of white or blue or plaid ribbon...bows that perch just above your curls: Mrs. Vincent Astor, Mrs. Thomas Shevlin, Mrs. Julien Chaqueneau, Mrs. Jay O'Brien, Ilka Chase, are five of the many who wear them.

It's news that bouffant-skirted dance dresses have the edge on every other kind of evening thing for the young. That the more sophisticated take their fullness above the waist instead of below. That a series of gipsy skirts worn with bright blouses, such as Estrella Boissevain owns, can make a summer. Hers are made of gaudy cotton bought off a push-cart in Seville and measure ten yards around the hem.

It's news that coloured shoes Really Belong in the summer picture. That espadrilles—having walked off with honours this summer—intend to walk on to the campus; they're now being made of dark or bright suède.

Opposite

- All-white shoes—you'll want them more than ever this summer. To go with white or bright dresses. To go with beige stockings. Or—very newly—to go with coloured stockings
- Perforated suède sandal—mostly bands. Medium heel. I. Miller
- Moccasin-like Oxford of soft, grained calf, with new straight-backed heel. From Henri Bendel
- Fringed tongue on a suède step-in shoe with walled toe, a medium heel. This is a Delman shoe from Bergdorf Goodman
- Ankle strap and high heel on a suède sandal. Saks-Fifth Avenue

KARGER

A 7th Day of Rest

The Old Seventh in New Quarters

A soldier's life—at Camp Stewart—at work, at play, and on week-ends

When New York's Seventh Regiment left town last February, it left behind what may be called, very mildly, an interested populace. Perhaps you're one of the people who think of it as, "Oh, yes, those attractive men who drilled up at that Armory on Park Avenue at Sixty-Seventh Street." Or perhaps you're one of the army of sisters and sweethearts and wives who've kept the postman's head ringing ever since you learned their present, hard-to-remember address: Battery Something, 207th Regiment, CA-AA, Camp Stewart, Savannah, Georgia.

[Note to the uninformed: CA-AA means Coast-Artillery Anti-Aircraft. 207th means that the name of the regiment has been changed to the 207th. This may seem obvious to you, but don't discuss the point with any Seventh man. Why, the regiment was changed to the 107th in the last war, and *that* didn't make any difference, they'll tell you. Black is black. And white is white, is it not? Thus the Old Seventh remains the Old Seventh.]

If you're the girl, or wife, "he" left behind him, he probably left your curiosity busily gnawing away with questions about his food, personal appearance, state of health and happiness, life at camp, etc. So, curiouser and curiouser, you get on a Southbound train and find out for yourself. You'll quickly find that he is well-fed, and, in spite of his short Army hair-cut, handsome. In that, the Seventh is just carrying out one of their many traditions To bear us out, we quote from the New York *Star*, February 17, 1889. "The Tenth Company (of the Seventh) contains probably more handsome men than any other Company in the National Guard—from Captain Lefferts down, the men are all perfect Adonises."

If you register on a Saturday at Savannah's old Hotel De Soto, practically every man of them will parade past you—the downstairs grillroom there being one of the Seventh's own heavens. If you're a visiting Army wife, you might take a house or apartment right in Savannah. Quite a few of them have done so. Others have rented houses on Sea Island or Saint Simon's Island, and some stay at the beach club at Tybee Beach.

Tybee is a favourite spot for the soldiers on week-ends. It's a strange sight when you first see it—so many men in uniform, against a background of sand and ocean and bright-striped *cabañas*. And there are some soldiers in bathing-trunks, with faces and hands so brown against their white skin that they look as though they must be wearing either white tights or black-face. And, of course, there are some sweethearts and wives, all looking as beautiful as possible for such an assembly.

As you may have suspected, though, the soldiers' week-days have nothing whatever to do with lolling on the sands of Tybee or Sea Island. To get a picture of this life, you drive out of Savannah forty-five miles to the town of Hinesville, where Camp Stewart is situated—or perhaps we should say that Hinesville is situated near Camp Stewart, because Hinesville is a very small town, and the camp, which is made up of eight regiments, covers an area of about six hundred square miles. Stewart is known as the ideally-laid-out camp, each regimental quarters planned like a separate little city.

To an uninitiated visitor, driving into this vast place gives you the same helpless feeling as studying the directions for a new game. It's all laid out scientifically before you, but, at first, you don't see what to do about it. You can't turn left by the old oak-tree, because there are practically no trees at all—just a few sparse pines which look exactly alike—and the roads don't wind. They're made in straight lines, to be the shortest distance between one point and another.

A sentry is there at the edge of camp to help you, though, so that you arrive at the proper place. Once arrived, you may stay at the guest-house (at seventy-five cents a night) for three days; no more. But in that time you can see quite a lot of camp life. You learn to love the canteen—a hallowed spot where the men buy cokes and beer. You see the company streets of the enlisted men, soldiers marching on a vast, sandy parade ground, men peeling potatoes, in blue dungarees and turned-back hats, which

Opposite page: At Tybee Beach, near Savannah, one of the Seventh Regiment's favourite Sunday resorts. Corporal Arthur Amerlender talks to Mrs. Stanley Hughes. (*Her* husband has recently been made a Sergeant.) Her dress—which might well be her evening dress uniform for week-ends in Georgia or elsewhere—is made of red-and-white striped cotton seersucker, full-skirted and feminine. You'll find this at Chez Rosette

make them look seven years old. And you stand at attention while retreat is played at the end of the working day.

Any discussion of the Seventh's activities begins with Colonel Ralph C. Tobin. To a visiting female, he's a handsome and charming man. To the regiment, he's not only The Colonel, and head of the Seventh, but the symbol of their ideals and traditions. One of the most important, and telling, traditions of the regiment, is that every one of its officers has risen from its ranks. Thus the officers, who have all done just what they ask their men to do, regard them as gentlemen and future officers. The enlisted men, in turn, realize that they are doing exactly what their superiors have once done, and treat them with that particular kind of respect which is understood rather than ordered. Another reason for the loyalty and morale of this group is the fact that most of them have drilled together for some time before going to camp. Their volunteer ranks were so well-filled that of the 1,665 men in camp, only 139 are new trainees.

It's the only regiment in which enlisted men are called Mister. It's also the regiment whose men have been called Silk Stocking Boys by the newspapers, because their Armory is on Park Avenue and some of their names appear in the Social Columns. The men are quite jovial about this—especially the privates who, after an un-chic job of peeling potatoes and cleaning toilets, ask each other how the silk-stocking existence is affecting them.

They do have certain aspects of luxury not enjoyed by some other regiments. Though they must wake up at five-forty in the morning, it's to music by an awfully good band. For getting the men out of bed, they're liable to play anything from "Dinah" to "What Is This Thing Called Love?", which shows pretty good spirit on their part, too, at that hour. At five fifty-five, the slug-abeds are lined up for inspection. Then they have bed inspection inside the tents, except on Saturdays, when beds must be carried out. Since the tent doors are too narrow for this manœuvre, the beds fall apart on the way out, are reassembled, inspected, and the men go off to breakfast.

They really *like* breakfast. But then, in the kitchen are such chefs as Henri of the Plaza and the sauce cook from the Terrace Club. They're now members of the regiment and make wonderful food—from Army rations—of course.

Army wife: Mrs. Stanley Hughes wears a white rayon shirt, heavy white rayon skirt with red sailcloth band. $10.90. Lord and Taylor. Mrs. Edward Trimble's dress is in two shades of blue sharkskin. $29.95. Saks-Fifth Avenue

Wives of the Seventh

Consulting the Savannah guide-book; Mrs. Hughes in a white Roni crêpe dress, trimmed in navy-blue. $12.95, at Jane Engel. Mrs. Trimble, on the other side of the fence, wears a light blue shantung shirt-waist. $22.95. De Pinna

KARGER

Demonstrating the new stream-lined cigarette.... Private Frank Sweetser, Sergeant Stanley Hughes, and Private Theodore Chase. Capering, Mrs. Sweetser. The place is Tybee Beach, Georgia, the time is Sunday afternoon

Five members of the Seventh Regiment engaging in a sport which they all enjoy. They give the orders. Mrs. Stanley Hughes takes them, in her first bowling lesson. This is Tybee Beach again. Some of the men swim or bowl here; most of them prefer just to relax or instruct

In Colonel Ralph C. Tobin's tent: the Colonel himself; Vogue reporters, Mrs. Sweetser and Mrs. Hill Wilson; Colonel H. R. Drowne of the 102nd Brigade; Capt. Howell MacKrell; Lieutenant Seibrand H. Niewenhous, junior

Camp Life of the Seventh

RETREAT; END OF THE WORK DAY AT CAMP STEWART

THE "STORK CLUB" AND "21" OF GEORGIA

The day's work at Camp Stewart begins right after breakfast—drilling, firing practice, cleaning equipment, and a multitude of details. Sometimes, as in the case of kitchen police, a detail may begin at six in the morning and last till eleven at night. But usually the day's work ends when retreat is played at four-thirty. From then on, the men are free to write, study, or—as though they hadn't enough exercise—play games.

The Seventh recently displayed rampant versatility in their show, "Who Is Leslie?", with excellent music, good singing, well-designed sets, and men cast as interesting, if barrel-chested, ladies. The opening was a real Hollywood

THIS IS KITCHEN POLICE—OBVIOUSLY

BED INSPECTION OUTSIDE THE TENTS

THE BAND, IN AN INSPIRED SESSION, MAKING JAM

COLONEL TOBIN, OUTSIDE HIS TENT, WITH MASCOT DONALD

Pre-meer, with lights and all—in fact, two 8,000,000 candle-power anti-aircraft search-lights. To the pride of the Regiment, it ran for two weeks, playing to an audience of soldiers and neighbouring civilians. The four exuberant people in the photograph below are principals Lawrence W. Cookman, William L. Livingston, Frank B. Evans, and Hugh H. Foss, and at the extreme right is a soldier-actor in white tie on his way to rehearsal, carrying his uniform.

Just outside Camp are the beer oases, Boomtown and Zoomtown, where the men gather of an evening in the barn-like "Stork Club" and "21," toasting the Seventh Regiment, New York, and, probably, You.

AT EASE IN THE CANTEEN, WITH COKES AND BEER

REGIMENTAL STARS OF THE MUSICAL "WHO IS LESLIE?"

SOLDIER-ACTOR OFF TO REHEARSAL

ALL FROM BEST

TONI FRISSELL

Under Twenty...

On these four pages, a 3-Way Plan—
3 sets of costumes, 3 to the set—
each set of 3, under $20
for you who are under 20 years

YOU'VE come to expect a lot from our Under Twenty clothes—you who, too, are under twenty. You expect to find here gay, right, young clothes to live in, to love, to pay pleasant little late-'teen prices for. You don't expect miracles...so it prides us, this issue, to present you with just that. We've found for you, this time, not single attractive costumes for under twenty dollars...but sets of costumes...three complete costumes in each set...and the set of three totaling under twenty dollars. They are resort clothes, clothes for your summer on the Atlantic Seaboard, or the Great Lakes, or the Pacific Coast...clothes which will be your answer to resort life's special problem: popping into different clothes every other minute.

AND they're clothes with a "Three Times Three Plan." One three is for the three kinds of things you wear—play-clothes, daytime dresses, evening dresses. The other three is for the number of each that you'll want to have. One to be wearing at any given moment. One to be hanging crisp and ready in the closet. One to be off in the laundry now from yesterday's wearing. On these and the next two pages, you'll find a Three-Times-Three wardrobe...nine costumes, all in the washables summer insists on, all in the red-white-and-blues *you* insist on, to be dazzling-dramatic against that tan you'll grow.

THE three evening dresses at the left would equip you prettily for the largest or littlest evening. With any of those whirling-skirted dresses, you could wear the same white linen or red kidskin shoes...with any of them, the same all-purpose white summer coat. That dirndl you'll see in triplicate versions when you turn the page is a can't-be-rivaled flatterer to your slim young figure. Have it plain and checked and striped; you might even wear that checked one for trips to town. Those play-clothes are endlessly interchangeable ...you'll wear them with all your odd sweaters and jackets. And remember—a play outfit, *and* a dirndl, *and* an evening dress, are all yours for the minuscule total of under twenty dollars.

At the left. Summer Utopia, for your young resort nights—three gay evening dresses—a fresh one for to-day, yesterday, to-morrow. First: White eyelet piqué with a brief, close-fitted jacket. $11.95. Second: Blue-and-white dotted cotton. Gala nights, you'll wear it bare-shouldered. Other times, you can add its piqué peplum jacket. $10.95. Third: Red-and-white striped cotton, in the dirndl lines you love so for your daytime dresses, too. Bold red midriff. $10.95. All three, at Best

TONI FRISSELL

Threes of a kind...

A dirndl, yes—because its slim young lines were made for your slim young lines. (This one's so good you'll want at least three versions of it.) First: Red-and-white striped cotton with white ruching. $3.95

A dirndl, yes—because it's *the* tremendous, triumphant young fashion of the summer. (Look, too, for dirndls to go on into the autumn.) Second: Cotton piqué, pristine white, edged with blue ruching. $3.95

A dirndl, yes—because you couldn't *possibly* have too many of them. (With three, there's always one for you, the closet, and the laundry.) Third: Red-white-and-black checks. $3.95. All three at Best

ALL FROM BEST

'way under twenty

Have one of these play costumes, plus one of those dirndls, plus an evening dress on the preceding page—for a grand total of under $20. First: White sharkskin one-piece play-suit, separate skirt. $3.95

Shorts are a young summer must-have—to tan in, play in, sprawl in. Second: Little-boy shorts, cotton chambray (called "Sailing Blues"). $3. With them, you might wear a long-sleeved little-boy shirt

Emphasize your young long-leggedness, with the briefest of shorts. Third: Navy-blue gabardine very-short shorts; $3. Worn with a navy-and-white striped cotton-knit shirt; $2. All clothes; at Best

HIGH ON A HILL IN HAWAII

GREAT MONKEY-POD TREES SHADE THE TERRACE

A GARDEN THAT'S A MINIATURE JAPANESE LANDSCAPE

WALLS CROWNED WITH NIGHT-BLOOMING CEREUS

Mr. and Mrs. Philip Spalding's house on the slopes of Makiki Heights

HIGH on a hill, facing the panorama of Diamond Head volcano and the city of Honolulu is the beautiful house of Mr. and Mrs. Philip Spalding.

Cool and white, with great modern clarity of line, it is an adaptation of the Chinese, designed by Harry Bent. Wings spread wide to take advantage of every view and breeze. Walls combine white plaster and exotic native woods. And steps lead down from successive terraces to fantastic gardens —among them, a forest glade where orchids grow in wild profusion.

Indoors—all is cool, spacious, deliberately restrained. With appreciative modern hands, the Spaldings mixed *décor* of East and West. (Mrs. Spalding is the daughter of the C. M. Cookes, the famous missionary family that founded the Honolulu Academy of Arts.) Stark-white walls contrast with polished teakwood floors in the living-room. Louis-Quinze furniture stands alongside antique Chinese tables and rare *objets d'art.* Directing the colour scheme is a pair of magnificent Japanese screens...lacquered flower wagons, heaped with blossoms, on a gold-leaf ground. And all through the house, soft and brilliant against the spare, shining lines, are the extravagant flowers of Hawaii.

THE LANAI—HAWAII'S OUTDOOR SITTING-ROOM

THE COOL, SPACIOUS LIVING-ROOM—LOUIS-QUINZE AND CHINESE FURNITURE

NYHOLM

The spreading, modern-Chinese house of Mr. and Mrs. Philip Spalding

THROUGH MAMMOTH WINDOWS—A VIEW OF DIAMOND HEAD

TEAKWOOD COLUMNS AT THE ENTRANCE

Week-end Wardrobe

Arrive and depart in this

To simplify your week-ending this summer, we refer you to the capsule wardrobe shown, in its various combinations, on these two pages. Six pieces—that's all there are. Six pieces in rosy-beige silk shantung—that best-beloved fabric of summer, 1941. The pieces: One jacket. One day skirt. (You see these above, on arrival at the Old Drover's Inn, Dover Plains, New York.) One pair of shorts. One blouse. One evening skirt. One brassière top. And these six, almost unaided, can dress you from Friday to Monday

Take the summer sun in this

Here are two more pieces of the six-piece shantung wardrobe. The long-sleeved blouse—perfect for coolish early mornings, before the sun gets high. The shorts—well-cut and comfortable, resistant to all creases except the pressed-in ones. This is just one active-sports combination—but others are possible. For instance, brassière top and shorts, for sunning on the beach. Or jacket and shorts. Or jacket, bra, and shorts. The entire six pieces remove only $89.95 from your purse; Saks-Fifth Avenue

# of Shantung

RAWLINGS

Come down to cocktails in this

This is one dinner-costume you can conjure up from your compact, compatible six pieces. The long-sleeved blouse again. And the evening-length skirt, which can emerge from even a very small week-end suitcase as neat as the moment it was packed. Because each piece came from the same dye-vat, there's never a worry about the colours coinciding. And because the colour is the universally flattering rosy-beige, you can add accessories of almost any colour. Brown would be dreamy. Or white. Or clear green

Dine on the terrace in this

There's practically no end to the possible variations on this put-together theme. Here's another alternative for evening. The long, full skirt. The brassière top—worn under the jacket, so there's just a suggestion of nudity. All week-end long, you'll give thanks for this condensed wardrobe. In fact, every week-end you wear it—for shantung tubs like a handkerchief, wears like a good friendship, wilts not in sea air or humidity 90, keeps you cool as a dip. Six-piece wardrobe, $89.95; Saks-Fifth Avenue

HORST

Señorita Doña Dolores L. Corcuera Y Riba

SRTA. DOLORES L. CORCUERA wears the conventional riding-habit of modern Mexican women—a stiff, grey hat and a short, boxy grey jacket—that might have been seen in eighteenth-century Spain. A magnificent horsewoman, she rides both at her family hacienda near Guadalajara and in this countryside near Mexico City—a great plain, dotted with pale-green cactus, rimmed by sharp, volcanic mountains

Four Beautiful Mexican Women

Distinguished examples of a race which holds tradition as the living basis of its modern ways

THE MARQUESA DE SAN CRISTÓBAL, every Sunday for Mass, wears the classic Spanish mantilla over her high, modern pompadour. One of the prettiest of the younger married women of Mexico, she divides her time between the family hacienda and her own rose-red and white, modern-Victorian house

SRTA. SOFIA VEREA is admittedly one of the greatest Mexican beauties, famous for her clear, pale-green eyes, her lovely speaking voice. She loves the ancient Mexican costumes, and in this photograph, taken on her family's penthouse terrace, wears the dress of her native state of Guadalajara

SRA. DE MARTINEZ DEL RIO, wife of the famous archæologist, is the sister of two great Spanish beauties, the late Duchess of Medinaceli and the Duchess of Mandas. She follows the dignified, conservative ways of the old Mexican aristocracy, sends her five children to the most modern schools

The Marquesa de San Cristóbal

Sra. Doña Maria Josefa Fernandez de Henestrosa de Martinez del Rio

Srta. Doña Sofia Verea y Corcuera

HORST

COSTUMES *with* TWO LIVES

Refreshments of the summer—costumes like these. They're just as much at home in the country as they are in town. They're cool as sea air, neat as a leaf. Make them more citified or more countrified via accessories

Far left: For country-club terrace or metropolitan luncheon—two-piece suit of spun rayon. Short-sleeved jacket in pale beige, with big pockets; bright green skirt. $16.95. The hat is green straw, white grosgrain; $5.95. Peck and Peck. Tan saddle leather bag

Centre: Tailored enough for town and informal enough for the country—this cool, slim two-piece suit of navy-blue Tootal linen. White saddle-stitching on the fitted jacket. $39.95. Starched white linen hat; $7.50. Peck and Peck. With the costume—white calfskin bag

Left: For mornings in town, afternoons in the country—a rose-coloured dress made of roughly woven cotton. New kimono sleeves, wide midriff band—flattery for a slim waist. $45. Red Milan cart-wheel; $15. Altman. Add a white calfskin bag, such as this

HORST

Peplumed, Prophetic Black

Midsummer...and suddenly...it happens this way every year...you'd give anything for a handsome dark dress—like this one, of black rayon crêpe, long-sleeved and peplumed and really opaque-dark. $49.95. Added dark drama: the chenille-veiled black organdie hat. Both, Jay-Thorpe

Darlings for Now and for Autumn

Although the new season is not yet upon you, one of its dresses could be: opaque, covered-up, dark—very new for now, very necessary for later

Midsummer...your closet teems with the white and bright that are so becoming to you...but that's *all* it teems with. And suddenly, again, you have to have something dark and suave. In such a mood—and for just-around-the-corner autumn—have, perhaps, this black rayon crêpe peplum dress. $55. Black straw sailor. Stein and Blaine

Midsummer...that lone, prophetic cool day comes...and you have your first thoughts of fur and fall...your first craving for a new-season dress. You might choose this very metropolitan brown rayon crêpe one, with a high-buttoning peplum top. $40. Tulle-brimmed blue felt hat. Hattie Carnegie; I. Magnin. Jewels, both pages, from Black, Starr and Gorham

The Saga of a

VOGUE STUDIO

THE AUTHOR—WEIGHT LOST, POISE REGAINED

DON'T read this if you are not interested in improving your face and figure. But if you *are*, will you please lay aside whatever you are eating, take this issue of Vogue into your bedroom, and lock the door? Put the magazine on the bed, strip off your clothes, stand in front of the mirror, and appraise yourself—honestly, cruelly. There, there...now lie down again on the bed and prop your feet up high. Just relax and let the blood flow gently back up to your depleted brain-cells.

I enacted the same little survey of myself one night last December. After the shameful interview, I, too, laid my acute case of bulgitis on the bed, but I didn't know then about resting in the Beauty Angle position...the one you're in now...and I didn't put down my sandwich as I read about the DuBarry Home Success Course. One phrase turned tantalizingly over in my mind, "Six weeks from to-night you can be glamorous." But all the old excuses taunted me: "I just haven't the time. I'm just naturally large, it runs in the family. It's too late now." Et cetera.

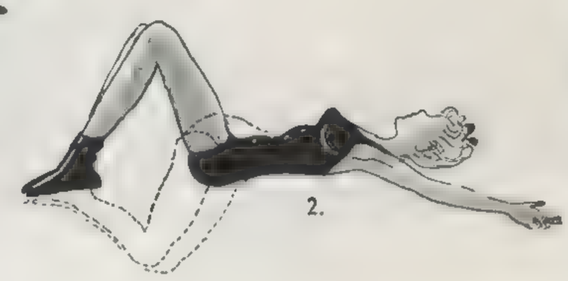
I burn with shame when I think of the sluggish, lethargic creature I used to be. I was dowdy, unreliant, unhappy, suffering from inhibitions, and feeding my misery every hour of the day. I was married and only twenty-three—and that's no way for a young wife to feel—much less look.

That gives you a picture of my mental and physical state at the time I sent for the beauty course. In six short weeks, I lost 19 pounds, trimmed 4 inches off my waist and hips, and 6 inches from my abdominal line. I stood ¾ inch taller, and the figure that my mirror reflected put new steel in my spine and new assurance in my ego. The day I bought a size 14 dress—instead of the customary 18 or 20—was one of the greatest days of my life.

BEFORE

SIX WEEKS AFTER

1.



2.

3.

Vanishing American

The autobiography of a woman who lost 17 pounds in 6 weeks . . by Bettye Baker, of Arkansas

No magic was involved at all. Only will-power and many a bump and spank on a hard floor. No special equipment is needed: no mats, rollers, electric gadgets. Just ambition, humour, and the ability to say no to your vulgar appetite a thousand times a day.

It was difficult saying good-bye to certain foods, but parting was sweet sorrow when the scale showed after one week a 7-pound loss. Beauty is as beauty eats, and one is only what one puts in one's mouth. Occasionally, I faltered. Once, I lost control and ate six muffins—but that never happened twice. You don't need to suffer hunger on the diet. I honestly couldn't eat daily all that was listed. For instance:

BREAKFAST

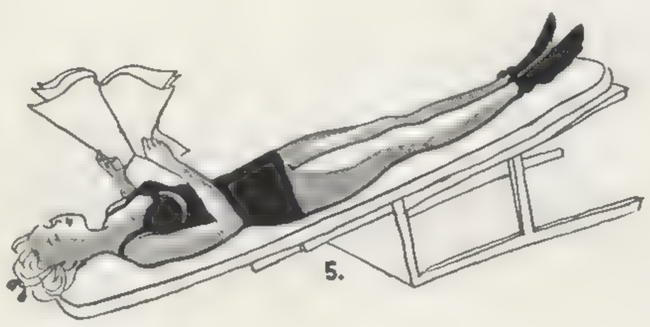
3 glasses of water one-half hour before breakfast.
1 glass of fresh orange-juice
1 bowl of stewed fruit and 1 tablespoonful of bran flakes
1 piece of raw fruit: apple, pear, plum
1 handful of grapes or raisins
1 cupful of hot water with lemon-juice and spoonful of honey

LUNCH	DINNER
1 glass of fruit-juice	Tomato-juice cocktail
1 cupful of vegetable broth	Fruit cup
1 plate of raw fruit [or vegetable]	Clear vegetable soup
1 glass of milk	Raw vegetable salad
1 dish of stewed fruit	Broiled meat, fish, fowl
	Glass of milk
	Fruit dessert

Diet and exercise go hand in hand to achieve successful reduction. I can't enumerate all the exercises I did—but these are the most effective.

1. To correct bad posture: pushing against the wall
2. To reduce hips: lie flat, roll hips and thighs from side to side with a hard, spanking motion.
3. To reduce waist: pinch off stomach rolls. With a kneading motion, proceed around the waist
4. To reduce hips: a seagoing roll
5. Lie at the 45-degree beauty angle

At the end of six weeks, I had my reward. I was a new woman. Then one morning, a telegram came. I was invited to be the guest for a week of the Richard Hudnut Company. I had bumped my way to New York.



Skylark

Skylark
Lilting Fragrance
Skylark
Skylark

Sing the song of Skylark—
life is full of fun

Skylark is far more than just a lovely fragrance! Measured by effect, it's an elfin friend of fun . . . a sworn enemy to inhibitions . . . a gay perpetrator of romance! When you skylark, the world is really yours!

Perfume $1.50 and $3.75 . . . Lilting fragrance $1.00 . . . Bath Powder $1.00

barbara gould New York

Mrs. Bidwell *is the wife of Captain Bidwell, Assistant Adjutant General of the 27th Division. The tea service in her Fifth Avenue, New York, apartment is Community's Old English Melon.*

"I like friends to drop in for Tea"

SAYS MRS. M. OAKLEY BIDWELL

"and they like my Community Tea Service!"

TEATIME is a pleasant excuse for easy entertaining . . . in any house that boasts a richly gleaming Tea and Coffee Service in Community Plate*. Not too costly for comfort, either . . . a 5-piece Tea and Coffee Set in the beautiful OLD ENGLISH MELON pattern, for instance, costs only $100.50 . . . a 3-piece Tea Set only $38.50. (Platters, entree dishes, water pitchers are welcome, too . . . and prices start as low as $10.00 in any of six beautiful patterns.)

SHOP HERE FOR STUNNING GIFTS

3-piece Coffee Set	$46.00
2-piece Dessert Set	16.50
Water Pitcher	20.00
Entree Dish	30.00
Meat Platter	20.00

BUDGET TERMS *at your silverware dealer's*

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NAVY WIFE

(Continued from page 33)

I should say that the first quality she must acquire is, perhaps, good humour. It is, for instance, all very well to pick the right chintzes for the flat in Boston and to have squeezed out a down payment on a good solid fur coat, but what if she is then ordered to Samoa? She says that, after all, the climate of Samoa is better, and that there is hope of servants. She jumps from Mrs. Farmer's cookbook, to five ingratiating and beautiful children of Nature, who must be taught everything.

Gradually, she builds up a reservoir of excellent and sometimes exotic recipes. She has her own specialties, her own way of serving curry, a special West Indian swizzle, a secret of making too fresh meat tender with papaya leaves. She can speak the kitchen language of many countries. She knows the sensibilities of servants of various colours. More than that, she knows what to say to the visiting Japanese naval officer, to the Mayor of Seattle, perhaps to a Cabinet Minister.

By now, she has acquired the greatest possible adaptability. She must get along with the people of whatever place she lives in. But it is not enough to be a success on the Brazilian mission or as wife of the attaché in Rome. She must also get along with her own kind.

The Navy World

The Navy world, wherever it may be, is complete in itself. It has its own standards. It has its own language and jokes, its own characters, its own legend. It is also a hierarchy. The wife partakes of her husband's rank in social matters, and she usually begins at the bottom. This is supposed, by outsiders, to cause great heartburnings, but I have never observed that it did. It is good social and spiritual discipline. Even the most flaming egotist must learn courtesy and humility.

This does not mean that the Navy leaves no room for a free expression of special talent, or even for the delicious cultivation of eccentricities. The true eccentric is treated with indulgence, the true talent is generously admired. Navy women, on the whole, have plenty of leisure. They have long periods of separation, and they are not even rooted down to clubs and civic work and gardening. There are always hours when they can, if they wish, paint pictures, write books, become golf champions, take music-lessons, study the language of the San Blas Indians, or raise Siamese cats.

They also raise their children. And what an astonishing part the children have in all this. Oh, the Navy juniors, what hazards they are capable of adding to lives already seasoned with uncertainty! The cable sent through the Navy Department: "Eight-pound son; mother and child doing well"—the disquieting Philippine nurse—the sudden diphtheria on the Yangtze River boat—the filling out of forms for the perpetually changing school.... Oh, the tough, precocious, resilient, resourceful, assertive, Navy children! At their worst, it can be said of them that in their ranks there is no room for the whiner. At their best, they are hard to beat—ready, if anyone is, for a desperate world of change.

The Unspoken Element

Then finally, to all these things, is added an element that the Navy seldom speaks of: the ever-present possibility of accident and death. But the Navy wife's ear is always secretly attuned to the first vibration of this fatal note. Between world cataclysms, there are smaller wars: little tropical rebellions and uprisings, the perpetual war in China. There are also turret explosions, hurricanes, collisions, plane crashes. Finally war, real war, in which her men form always the first line. There is the separation which may always be announced in that awful notice from the Department.

And in the end, the Navy wife may always be the Navy widow. Only too frequently, with nothing left her but a little Government insurance, for Navy pay and Navy life do not leave much for insurance premiums. Then her world of close associations must inevitably, by mere force of circumstance, drift away. She will be lucky if she is left with a little money and some compelling interest, if she can find work to do and has still the health to undertake it.

Her final quality is very apt to be stoicism. By now, she has been well trained for that. Usually she has it. One doesn't like to think of this as the end. One doesn't like to look back to that gay and flashing arch of swords and think that the path has led only to this. It hasn't. Actually, it has led to goals as various as the women who have walked it. And there is always one final, and surely prideful, compensation—a life of companionship with a man who has been dedicated to a special loyalty, a special integrity, and a special valour. She has—and may always have—the privilege of being worthy of him.

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18 AUTHORS WRITE FOR VOGUE'S NEXT ISSUE

July 15 Vogue brings you 18 well-known authors, writing on topics of special interest to them—and to you. Three and one-half hours of provocative reading. In addition, Vogue gives you its Autumn Fashion Forecast—picturing the way you'll look, come September.

July 15 VOGUE—Summer Reader—Autumn Forecast

Avoid THE "LOBSTER-LOOK"

with LIQUID SUNSHINE, Helena Rubinstein's sun preparation that will keep you from a ruddy glow over the dinner table. Delicious as a perfume. The pleasantest way we know to control a tan. .85, 1.50.

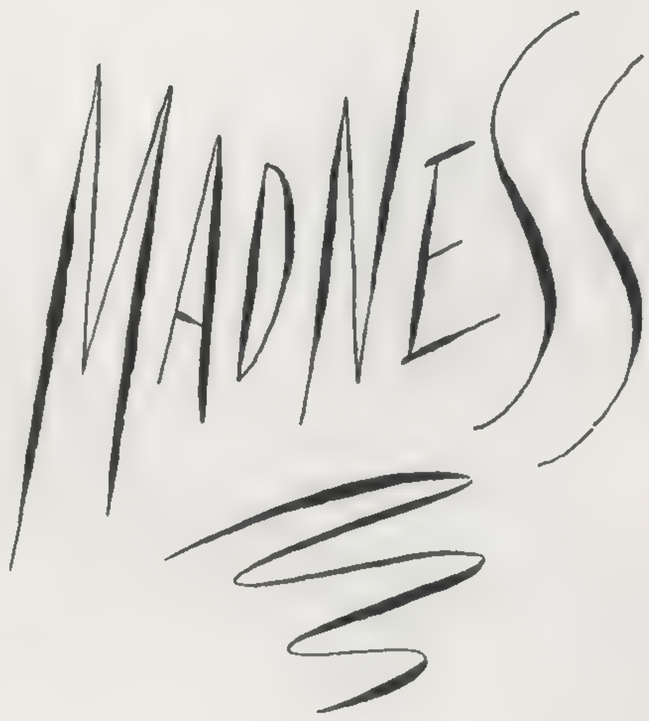
Avoid "MELTING MAKE-UP"

with AQUACADE, Helena Rubinstein's Waterproof Make-up. Heat won't melt it! Water doesn't smear it! The Lipstick is indelible. The Mascara won't smudge or run. The Powder Foundation is wonderful as a cream or lotion. Light or dark. Each 1.00.

Helena Rubinstein

helps you avoid

Midsummer—



Avoid "SEA CAPTAIN'S SKIN"

with TOWN AND COUNTRY NIGHT CREAM. Discourage a "leathery look" from sun and wind exposure with light cream massaged in before you sleep, 1.00, 1.75. For older skins, Novena Night Cream, 2.00, 5.00.

Avoid "FIVE-DAY-WEEK PALLOR"

with RICO TAN MAKE-UP. If you're in the city all but two days a week and want to look as though you "lived" on the beach use deep Rico Tan Powder, 1.00. Rico Red Nail Groom. .60. Lipstick, 1.00.

Avoid "MIDSUMMER VAPORS"

with WATER LILY DEODORANTS. It doesn't matter how good your tennis is if you get unpleasantly unfragrant. Avoid perspiration odor with Water Lily Deodorant Powder, .50, 1.00. Cream, .50. Lotion, .50. Also in Apple Blossom fragrance.

Avoid THE "LIMP-LETTUCE LOOK"

with APPLE BLOSSOM COLOGNE, invigorating, delicious refreshment. Or choose Apple Blossom as a mountainous Foam Bath (supply for 16 to 20 baths), 1.00. Body Powder, 1.00. Bath Oil, 1.00. Face Powder, 1.00. Cologne, 1.00; with atomizer, 1.25.

For a prettier, slimmer figure on the beach or for a preliminary tan, start your summer with a visit to a Helena Rubinstein Salon.

715 FIFTH AVENUE, N. Y., AND AT ALL SMART STORES • OTHER SALONS IN: CHICAGO • BOSTON • LOS ANGELES • TORONTO • MEXICO CITY • RIO DE JANEIRO

CHOOSE YOUR CIGARETTE AS YOU DO YOUR DINNER

WHEN you dine out, your check doubtless runs into dollars. That preference for finer things—why not indulge it in finer *cigarettes?* For absurdly few pennies more, enjoy superb MARLBOROS, made of choice, rich, flavorful tobaccos (which cheaper cigarettes cannot possibly afford). *Plus* Ivory Tips*—immaculate, luxurious!

MARLBORO

America's Luxury Cigarette

*IVORY TIPS . . . PLAIN ENDS . . . and BEAUTY TIPS (red)

BRIGHT, COOL, THRIFTY—

JUST What The Doctor Ordered—to rebuff the heat-waves, to fortify midsummer wardrobes, to salve depleted purses—is this wardrobe in pieces. The components thereof (which you can mix to your taste and the occasion) are all of bright-coloured unbleached muslin.

And there's a sextette of fine reasons why you'll take this fabric into your heart and wardrobe now (even though you may once have thought it was mere apron material). One: It's cool and light in weight. Two: It dyes into the most wonderful, gay shades. Three: It's eminently submissive to soap-and-water and an iron. Four: It wears and wears and *wears.* Five: Its roughish texture reminds you of more sophisticated fabrics. Six (need we say it's not least?): The prices it involves are so tiny you'll hardly be able to see them. After all—when $6.50 is the top!

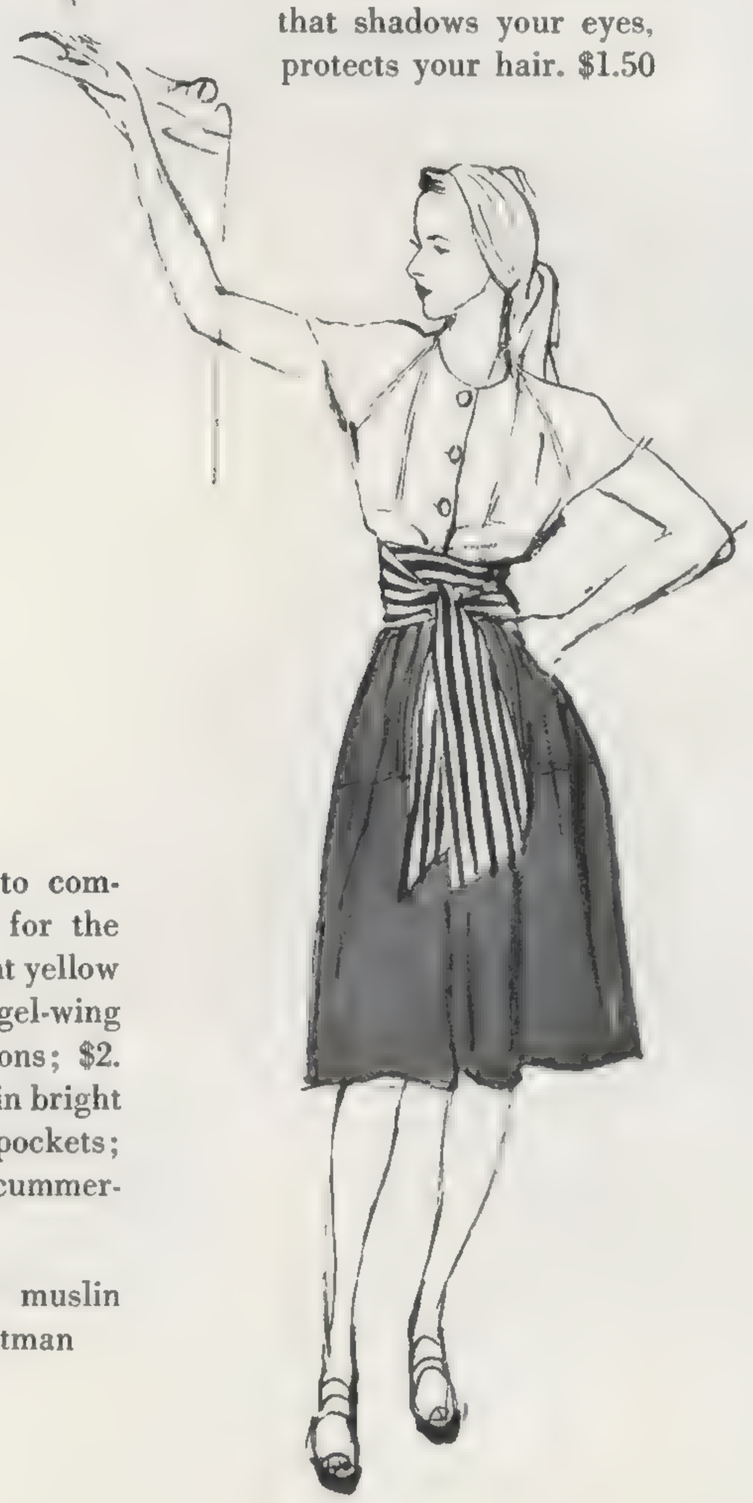
One way you can compose a costume for sports or for looking-on: Royal-blue basque jacket, with gilt buttons, cool short sleeves; $3. Wide-gored skirt in all the brightest colours of the rainbow. This, too, is a mere $3

One way you can lounge coolly at home—or on the beach: Start with a vivid purple halter; $1.25. Add a purple button-up skirt; $6.50. Finish with a plain red cummerbund, for $1. Small sum total for all three pieces is $8.75

MUSLIN WARDROBE

One easy way you can make up a costume for sunning on sand or on terrace: Purple halter; $1.25. Gay green shorts, neatly pleated in front; $2. A smock-like orange jacket; $3. (You'll wear each with other things)

One way you can keep the night breezes from blowing your hair: Tie on this multi-striped hood, lined in blue. Use it for day, too—on the beach, turn it down into a sunshade that shadows your eyes, protects your hair. $1.50



One other way to compose a costume for the casual life: Bright yellow blouse; new angel-wing sleeves, gilt buttons; $2. Full dirndl skirt in bright green, with huge pockets; $3. Multicolour cummerbund; $1.50

• All Debcraft muslin clothes; from Altman

ADD ONE SIMPLE STEP
TO YOUR BEAUTY ROUTINE WITH
Bellin's Wonderstoen
Dry-Method Hair Eraser...Painless...Odorless

For lovely legs gleaming through smart, sheer hose . . . for arms smooth as satin . . . for a gay, young, well-groomed look . . . use the magical rose-tinted disc of WONDERSTOEN that swiftly erases unsightly hairs.++It's safe. It's odorless. It can't burn because it has no acids or irritants. It can't leave a stubble because it doesn't cut the hairs . . . just rubs them off swiftly—painlessly. When they come back . . . a quick once-over with your WONDERSTOEN, and they're gone again in a jiffy!++BELLIN'S WONDERSTOEN isn't new, fastidious women have been using this quick dry-method of erasing hair for more than 30 years. It's the gentlest, pleasantest way to remove hair. And it adds next to nothing to your beauty budget, because a single disc of WONDERSTOEN lasts and lasts for months.

WONDERSTOEN for Arms and Legs $3.00
WONDERSTOEN for the Face $1.25
NEW—For added skin allure after Wonderstoen, use Bellin's Skin Lotion.....$1.00
On sale at department and drug stores.

Bellin's Wonderstoen Co.
1140 BROADWAY, NEW YORK CITY
Write for fascinating booklet "V"

NEW... a CREAM DEODORANT

which safely

STOPS *under-arm* PERSPIRATION

1. Does not harm dresses, does not irritate skin.
2. No waiting to dry. Can be used right after shaving.
3. Instantly checks perspiration 1 to 3 days. Removes odor from perspiration, keeps armpits dry.
4. A pure, white, greaseless, stainless vanishing cream.
5. Arrid has been awarded the Approval Seal of The American Institute of Laundering for being harmless to fabrics.

Arrid is the LARGEST SELLING DEODORANT. . . . Try a jar today—at any store which sells toilet goods.

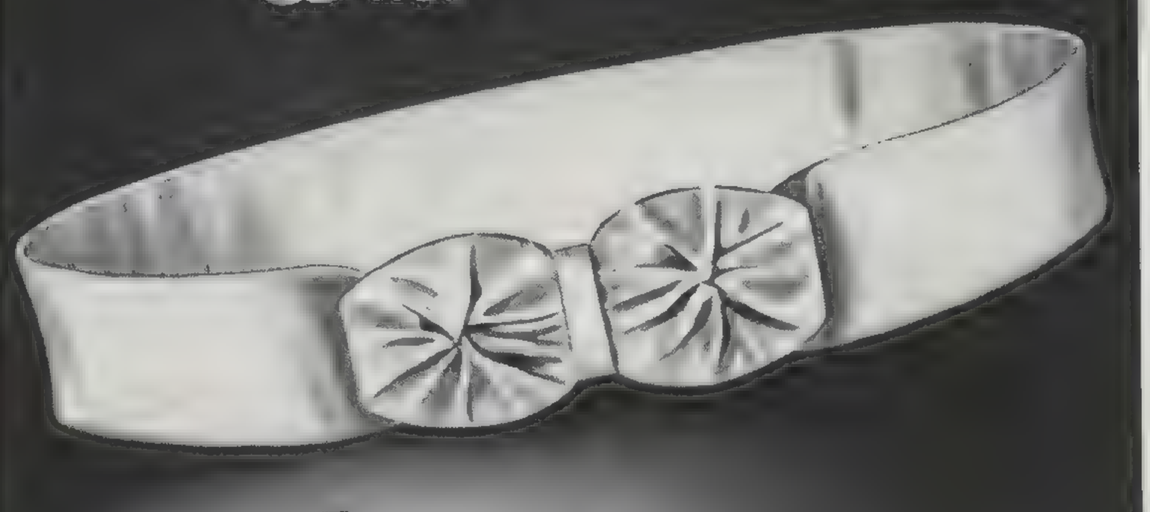
39¢ a jar

Also in 10¢ and 59¢ jars

ARRID

Your BELT for JULY

Duet



a Criterion Original*

A dressmaker belt designed to catch the mood of all your summer clothes. Of *Cashmere Kid,* a beautifully soft new supple leather . . . in white and basic costume colors . . . rayon lined.

Featured in leading stores everywhere . . . $1.50

Ask for your free bottle of white cleaner when you buy Duet in white.

SLOTE & KLEIN, Inc. • New York

Always insist on a belt by Criterion

*Reg. U. S. Pat. Off.

SUMMER CHANGES FOR YOUR TABLE

FRANK VON ECKHARDT

In the photograph above, gilt and crystal combine to make a table shine. Gump's, in San Francisco, planned this table with gilded fruit, Lucite, and linen blocked in a Hawaiian Crown Flower design

If you're suffering from tropical heat in your city apartment or your country house, why not borrow some entertaining plans and menus from the real tropics? Not only because they're original and attractive, but because they're planned for warm weather.

Here is a summer menu from *Hawaiian and Pacific Foods* —a book describing all sorts of Hawaiian dishes, by Katherine Bazore, Chairman of the Home Economics Department, University of Hawaii; published by M. Barrows and Company, Inc., New York.

Shrimp Curry

Chopped Salted Peanuts	Shredded Coconut
Crisp Fried Bacon	French Fried Onions
Green Ripe Olives	Chopped Green Pepper
Pineapple or Mango Chutney	Chopped Hard-Cooked Eggs

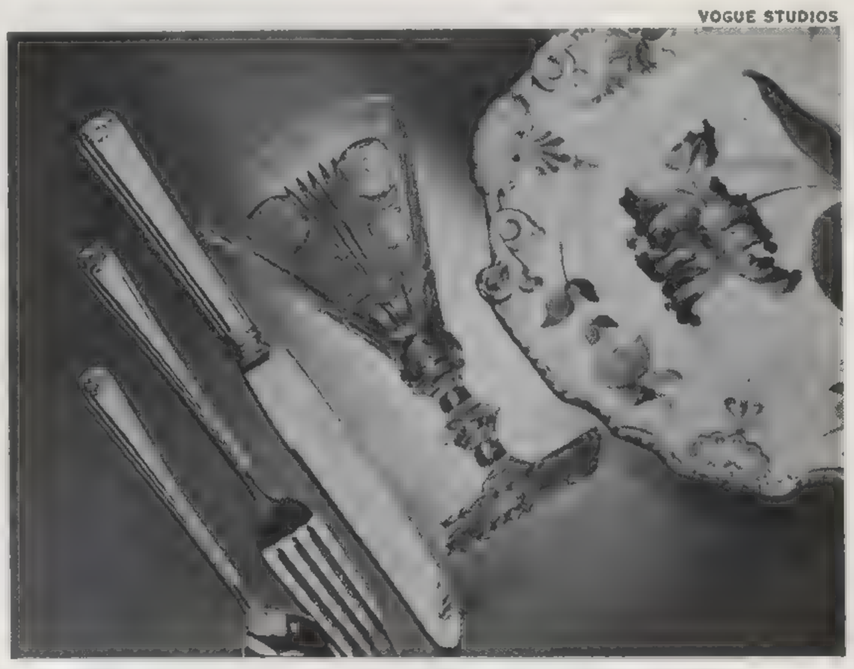
Fruit Salad with French Dressing

Ginger Milk Sherbet

Iced Tea with Pineapple Fingers and Fresh Mint

You'll find the recipes for all these dishes in Miss Bazore's book—together with many more. Miss Bazore gives recipes and menus of every description and suggestions for table-settings and decorations that you might well adopt for your own summer table. She also suggests adequate substitutes for native ingredients hard to obtain. You'll find this a handbook for really cool and refreshing summer menus and recipes.

VOGUE STUDIOS



Watson's new sterling silver pattern, "Windsor Manor," is dignified and simple in design. The hand-painted Rockingham china is edged in gold. Cut crystal glass and plate from Alfred Orlik

R. A. F.

(Continued from page 35)

wounded, a shell went through the wing of his plane, ammunition ran out, and his motor caught on fire. With fifty-four holes in his aircraft, he made a crash landing.

And Mac, the Meteorological Pilot, who looks like a pale Van Dyck cavalier, with a sandy mustache, who goes up every day twenty-five thousand feet (which is five miles above the surface of the earth) to tell us about the weather conditions, as a "rest" after over thirty bombing raids.

When the Squadrons Return

It is an intensely exciting moment when the returning squadrons swoop over [THREE WORDS CUT BY CENSOR] and land at their allotted places to report on operations. Are all back? "What happened?" "Where's Ginger?" The Intelligence Officer interrogates the fighters. "And you, did you see anything? Get anything?" The fighter clambering down from the cockpit grunts modestly, "Yes, I got one—but Brownie's not back—nor Ginger." The Squadron Leader asks, "Any one see what happened to Brownie?" Someone saw him shot down in flames. "Anyone see him bale out?" "Yes, but I don't think he got his hood open." "God—how bloody!" Then Ginger appears, and every one is gay again. Ginger is in the wildest state of exaltation. His sentences are almost incomprehensible as he waves his head and punches the air. "Oh boy! Oh boy! I've never had such a time. I got three. Three down! I've never had such a wonderful ten minutes. Oh boy! Oh boy!"

I am certain that any apparent callousness is consciously studied, or at any rate is so innately traditional as to become inherent. Discipline, self-control reduced to a habit, has taught them how to behave at any given situation.

It was the birthday of Bill, the Australian. His family had sent him a case of champagne. The alert sounded, and Bill with his squadron rushed out on the scramble. The others returned, but not Bill. One of them thought he had seen him losing height over the sea. Days passed. Bill was never mentioned; he had not found his way back. Later, when all hope of his recovery was gone, it happened a dinner was being given in the Mess. The C.O. said, "We'd better have Bill's champagne to-night." It must have passed through everyone's mind that the evening necessarily would rouse one poignant moment. The wine was poured. The C.O. raised his glass, nodded, and toasted, "Here's to Bill." Everyone drank in silence, and then continued with the dinner just as gaily as Bill would have wished it.

England under fire is still an England of understatement. In spite of the gunfire, it is astonishingly quiet. Particularly silent is the scene in the Operations Room at the R.A.F. Station, in spite of the batteries of telephones through which come information, orders, and inquiries to the Controller, where the cipher messages from aircraft on patrol are received and maybe word is had of a German convoy creeping past the coast-line. For stark drama nothing compares with the tranquil scene in the Control Room when the R/T (radio) messages come through from fighters in action. So that the enemy shall not locate their aircraft, the bombers rarely send these messages on the outward journey, but it is often possible to hear the fighter pilots talking from their R/T sets to one another. "Look out on the right," you hear them say. "What's that to the left?" Ginger, one day, while soaring high beyond the clouds could be heard quite distinctly quacking in imitation of Donald, the squadron's mascot Duck. Always it produces a shiver down the spine and a dryness in the mouth of those who hear the cry "Tally Ho!" as the fighters dive to engage the enemy.

It is not always easy to hear clearly, and, therefore, concisely phrased messages are sometimes twice repeated. Sometimes such messages are heard as "Raid successful, raid successful—natives appear hostile, natives appear hostile—plane losing height over Alps, plane losing height over Alps. Love and kisses, love and kisses." Or the heart must stop when the "ears" hear "Bombs released on target. Bailing out now. Unfortunately over sea. Good morning, brother."

With the dawn the bombers return. The long vigil is over, and anxiety is shaken off. One more success has been achieved against Fate. At a large table covered with maps, the Senior Intelligence Officer, with cool satisfaction, sits in the Crew Room for the interrogation. He hides his relief, but shows calm, twinkling enthusiasm. The crews with hair awry, chins stubbly, peel off layers of gloves and pull at cigarettes as they enter. Their eyes are wild, but, at last, they can relax. Still in their "Mae Wests" (life-preservers), gulping at large cups of tea, wolfing sandwiches, the young warriors relate in team their adventures with a surprising relish. They are highly keyed, all restraint spent, and until to-morrow they need not remember that "brave men hide or make excuses for their deeds."

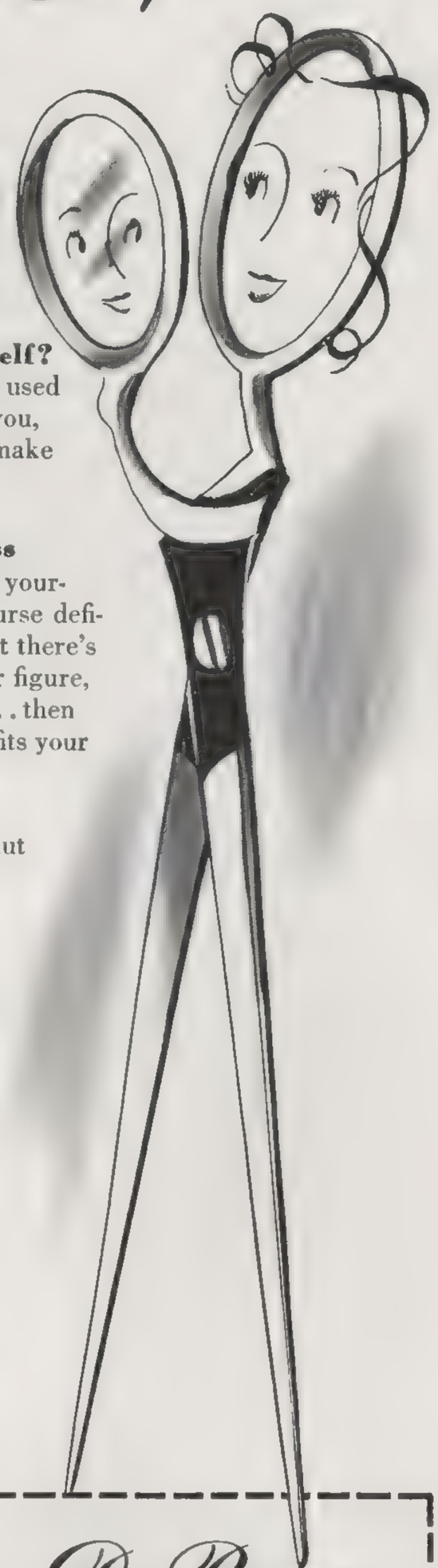
After the hours of blind blackness, of being buffeted by furious, hostile vibrations in their cramped metal confines, having successfully reduced the dimensions of the unknown, their tongues are loosened and they become their most demonstrative. The Intelligence Officer points to the map with his pencil.

Someone asked one of these men if, on their innumerable trips taking eight or ten hours, he was not bored most of the time. The reply was honest and modest. "You're rather too frightened to be bored."

Waiting, Dawn to Sunset

Although so much can happen here within a few split seconds, the hero must wait hours, and even days for the next alert. The fighters spend all but a small percentage of their time waiting near their planes "at readiness" in the Dispersal Hut. Here, from dawn to sunset, sitting around the stove in the centre of the hut, they pass the time playing shove ha'penny, reading *Razzle*, sleeping under a blanket—potting an unsuspecting crow in a near-by tree, and putting on, but not listening to, the radio. A barber comes to give them a haircut in a (Continued on page 74)

Why haven't YOU Clipped this Success Coupon?



Maybe you've been thinking about it? But just thinking about it never took off an excess pound, never straightened a droopy figure, never put glow in a faded cheek.

Maybe you've grown used to yourself? If you have, probably others have grown used to you, too. Why not show them a new you, and start a little excitement! Why not make that forgotten woman unforgettable?

Maybe you feel a DuBarry Success Course is not for YOU? If you suit yourself from top to toe, then a Success Course definitely is NOT for you. But if you feel that there's room for improvement in your face, your figure, your hair, your posture, your make-up . . . then there *is* a DuBarry Success Course that fits your problems and your pocketbook.

There are several courses in top-to-toe beauty at the Success School in the Hudnut Salon, where instruction is given under firm discipline. Then there is the Six Weeks' Home Success Course that has shown more than 24,000 women the way to beauty. Send this Success Coupon and find out about the Course that meets your needs.

Face—The famous Beauty-Angle Face Treatment is a DuBarry exclusive—an important factor in both Salon and Home Success Courses.

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Fascination—A fascinating coiffure is designed for you by André—at the Salon Success School. If you take the Course at Home, you receive valuable instruction on hair-styling, make-up, grooming.

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☐ Please send booklet on the Salon Success Courses.

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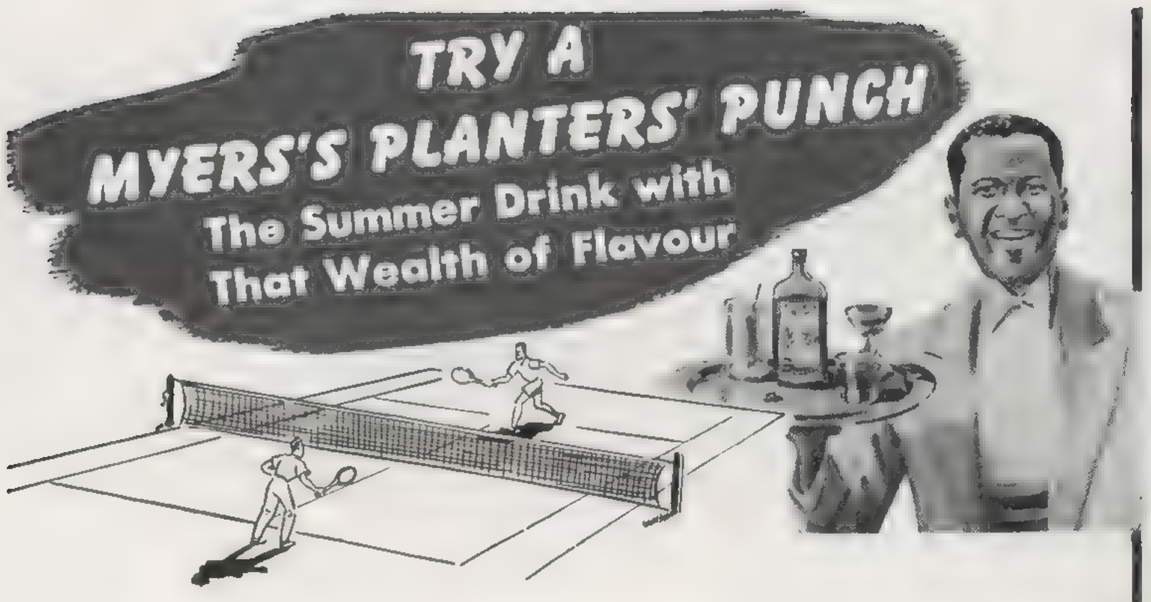

You will enjoy the distinctive taste—the bright handsome colour—of a genuine Planters' Punch made with MYERS'S—the original *dark* Jamaica Rum. Ask for it at your favourite bar—serve it to your guests. Especially made for leisure moments, a Myers's Planters' Punch is the perfect supplement to the pleasures of a summer's evening. For that round, mellow bouquet—

PLANTERS' PUNCH
As served at the famous Planters' Punch Inn, at the "Sugar Wharf," Kingston, Jamaica.
ONE OF SOUR
(One part fresh Lime Juice)
TWO OF SWEET
(Two parts sugar)
THREE OF STRONG
(Three parts Myers's Rum)
FOUR OF WEAK
(Four parts ice and water)
Add a dash of Angostura Bitters. Serve very cold in a tall glass with cracked ice. Add a cherry.
Write for a useful FREE Booklet of over 80 delicious Rum Recipes to
R. U. DELAPENHA & CO., INC.
Agents in the U. S. A.
Dept. J-7, 57 Laight St., New York

The Rum must be MYERS'S
"Planters' Punch" Brand
100% Fine Mellow Jamaica
97 Proof

HANDKERCHIEF of the MONTH*

WOMEN WORK FOR DEFENSE

(Continued from page 24)

a big job for the Government in the field of international relations. Her title is staggering—Advisor for Civic Projects in the Office of the Coordinator of Commercial and Cultural Relations between the American Republics—but so is her program. She has put together twenty-six women's groups, all big, all nationwide. They work out the Spanish courses that are springing up everywhere. (The A.W.V.S. has one of the new ones.) They encourage all-community, Pan-American Day Fiestas.

All this work by Miss Winslow's clubwomen sets the careful stage for the work of Mrs. William A. Barber, national chairman of the Hospitality Committee in the same office of Commercial and Cultural Relations between the American Republics. A pretty, blond Southerner, with a quick eye, a slow voice, she works out the tenuous task of entertaining the numbers of Latin-American visitors: United States Government guests, diplomats, tourists.

For defense these days is more than any single effort. It ranges from entertaining to welding, from splint-making to keeping consumer prices down. All of our peacetime skills, all of the eighteen basic wartime skills, all of our minds and hearts and souls are necessary to shape, assemble, and polish the defense of our country.

SHE HEADS BRITISH WOMEN

(Continued from page 37)

The following year, when she was thirty-seven years old, she married Rufus Issacs, Marquis of Reading, who had once been Lord Chief Justice of England, and who had preceded Lord Halifax as Viceroy of India. The Press went after the bride with unusually shrill hunting cries, saying that the new Lady Reading was the custodian of every state secret, the woman behind the political throne. They tried to move her out of the shadow of her husband's greatness into a "character" of her own. But she did not move, and she did not talk.

For five years she was Lord Reading's wife, working partner, and companion. After his death in 1936, she did not retreat into work as an escape from life. She lived quietly, mostly in the country. Now, with all her gigantic tasks, she still does her needlework, still tends the garden of her cottage in Sussex. (Her London house was blitzed.) But those are only her moments of relaxing from her days at W.V.S. headquarters, from her visits to the badly bombed areas. On one of these tours, she once asked a girl worker what her strangest experience had been. With the objectivity that permeates the whole W.V.S. the girl said: "Cleaning my teeth at seven in the morning in the middle of the square of Coventry." But these visits are just part of Lady Reading's work—work that will grow greater, not smaller, before Britain has victory and peace again.

R. A. F.

(Continued from page 73)

corner; or the mascots appear—a terrier called Pipsqueak or Donald the real Duck.

The work done by the Coastal Command is the least spectacular, yet perhaps the most strenuous in the R.A.F. Night after night, day after day, since the outbreak of war, in all weather, these men have flown on reconnaissance trips in search of submarines, laying mines, escorting convoys, taking photographs from the air, and dropping "tin fish" at enemy ships.

Now they are playing a vital part in the Battle of the Atlantic, flying never very high above the waves, five or six hundred miles out over the ocean. The exposure when the cockpits are open in a temperature where a thermos of tea becomes frozen the moment the cap is unscrewed, the hours of being cramped in the mediæval torture vise of the narrow fuselages are ordeals of endurance that do not bear contemplation. The mileage they cover is something astronomical. Nearly all the time flying over the sea (often in land craft—in any case, their seaplane sinks pretty rapidly, and a small yellow rubber boat is cold comfort in a high sea), the Coastal Command has flown over 35,000,000 miles—half the distance to the moon.

I expect you have heard a lot about the team spirit in the Air Force. Nevertheless, this sinking of the ego is something that never fails to impress me, and without it the R.A.F. could not fly. The whole Force on land and in the air is bound with a link of unity from the Station Commander to the ground crews lying in their bunks near the Dispersal Hut, waiting to welcome back the flight. With the loyalty of schoolboys for their schoolhouse, the crews work on repairs to ensure that the planes they service shall never take off with the slightest mechanical defect. Although, of course, they never leave the ground, in a hangar they are heard saying, "Phew, we had an awful do last night—oh, the flak (anti-aircraft fire) pitched us about! Thought any minute we were a goner!"

In the same way the armourer's nightmare would be that a trip was abandoned on account of guns not properly serviced. The wireless operator on the ground, who keeps a constant ear on the ether, must be as efficient and swift as his comrades who do the flying. The fighter pilots, though they fight alone, think as a squadron, linked in spirit.

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Vogue's

Advance Merchandise Portfolio—July 1

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Link your store to Vogue promotions

VOGUE SAYS:
"Cotton seersucker—perfect for week-end parties."

VOGUE SAYS:
"For benefit parties, have a peplum evening dress."

VOGUE SAYS:
"Temper a white dress with a dark-coloured jacket."

TIE UP WITH "THE SERVICE"

MORE and more are things-military becoming a part of everyday talk and thought, and more and more are your women customers finding themselves at home with them. For that reason, Vogue spends an issue looking at women in defense, their active duties, their changed social life, their stoking of the "home fires", their war relief activities. For the women in your city who are knitting socks for soldiers, dancing at relief balls, or entertaining officers on leave from the near-by post, you have a rich promotion, tied up to this issue of Vogue.

Fill your front display windows with a series of "defense events"—showing trim suits for war office work, gay week-end clothes for army wives (see pages 48, 49), elegant evening gowns to wear at "for-the-benefit-of" balls, (pages 41, 42, 43).

Back them with a photomontage of army life, of navy men drilling, or planes in flight. Link your service with "The Service" for a timely style-conscious promotion.

VOGUE SAYS:
"It's midsummer—and suddenly you want something dark again."

STEPPING INTO AUTUMN

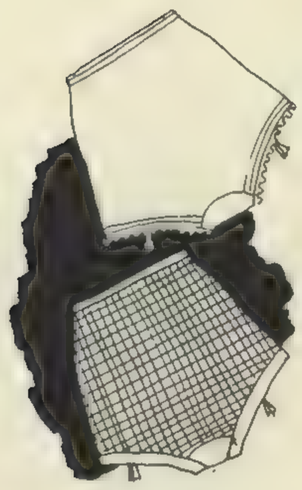
While wideawake stores will keep summer merchandise stocked (see page III), they will also cast a weather eye towards autumn, and begin to show "transition" dresses. Such are those on pages 64 and 65—cool, dark crêpes, right for a sophisticated summer, due to be drafted for early fall. Stress the economy in their double-duty. Tack calendar leaves for July, August, and September on your backdrop to point up their change of heart at the turn of season. Tie up a separate set of accessories to each month, and show the dark clothes equally suave with a dark straw or fall felt. Label the whole with a "Vogue Says" quotation.

VOGUE SAYS:
"Have a week-end wardrobe with a 'put-together' theme."

BE A MIX MASTER

Take one jacket, one slacks, one shorts, a dirndl and an evening skirt, two shirts—mix well. Add a dashing turban, a cummerbund or two. And you have Vogue's recipe for a quick-change packable week-end wardrobe (pages 58, 59, 70, 71)—and a clever promotion stunt for your midsummer going-away clothes. Call these interchangeables your "change partner" pieces and dance little sketches of them across your display backdrop in square-dance formation. For an extra push, show them in shantung.

The Market Basket

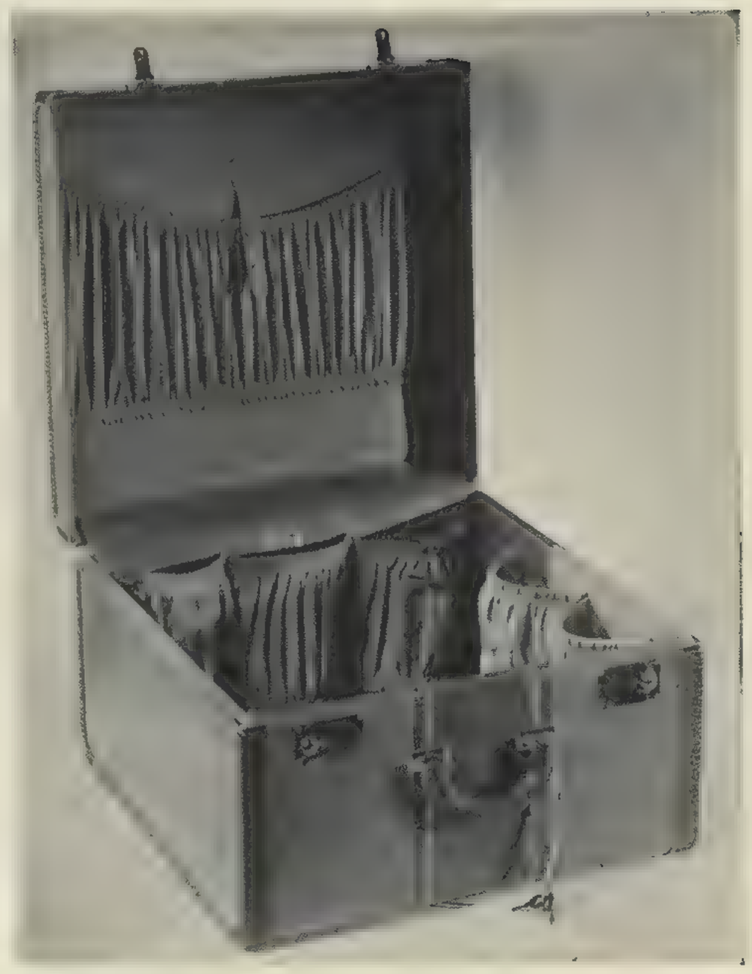


Women's Fashion Export Group of Great Britain, under the direction of Mr. Percy Trilnick, will show British sportswear, knitwear and tweeds at the Hotel Astor in New York until July 4th at least. Eighty British manufacturers are represented in this group, timed for autumn delivery in America, and for buyers' visits to the New York market. Call Mr. Trilnick at the Astor for an appointment. (See next Trade Edition for illustrations.)

Jewellery themes are used as trimmings in Annette Simpson's new couturier designs, made by the Loewenthal Trimming Corporation. Her beaded ornaments are made up in the form of jewelled motifs: necklaces, pins, belts and buttons, to be sewn on afternoon and evening dresses. There are some for suits too.

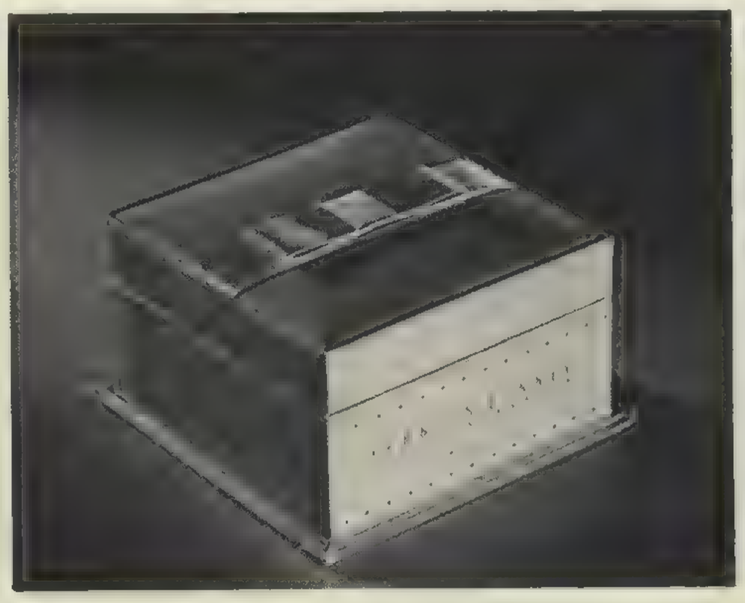
Yanky Clover bubble bath is the latest addition to Richard Hudnut's new "Yanky Clover" line. Packaged in a distinctive, hour-glass shaped bottle, a small amount of this perfumes an entire tub with its appealing fragrance.

Two new pantie girdles from the Vassar Company. The first is of cotton and "Lastex", in a new knit with a bulkless ruffle around the leg; the second of cotton, rayon and "Lastex" with a panel front and back for more control.



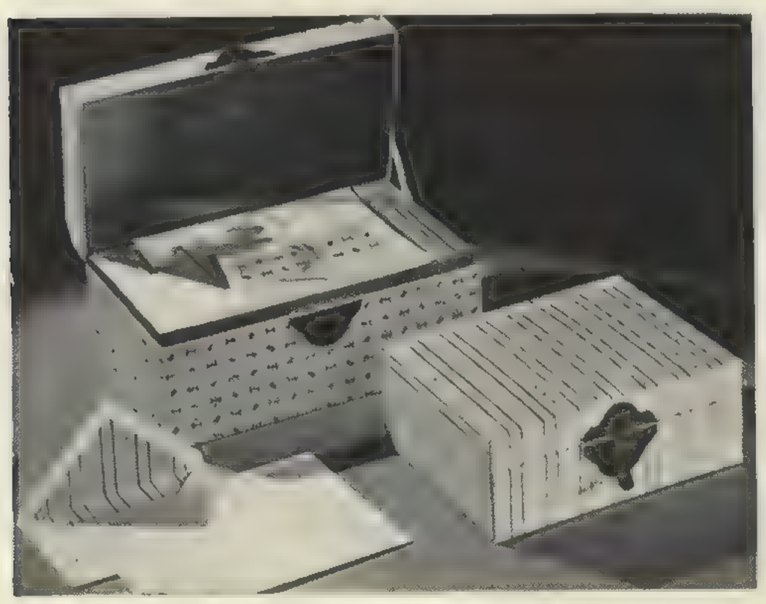
Detachable shoe section for five pairs of shoes saves time packing, makes this bag adaptable for hats alone. Lido Luggage Co.

Sports jewellery in four natural colours of cow horn, highly polished. Phelps Associates, 43 Wash. Square South, New York.

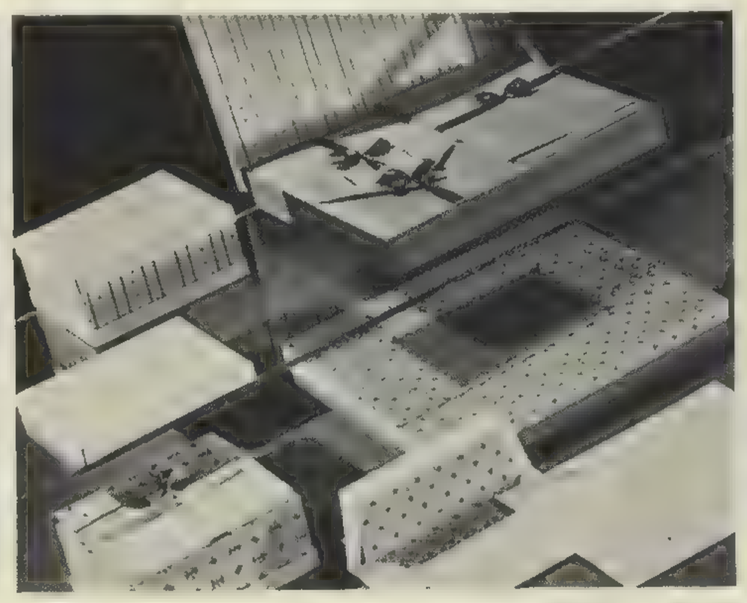


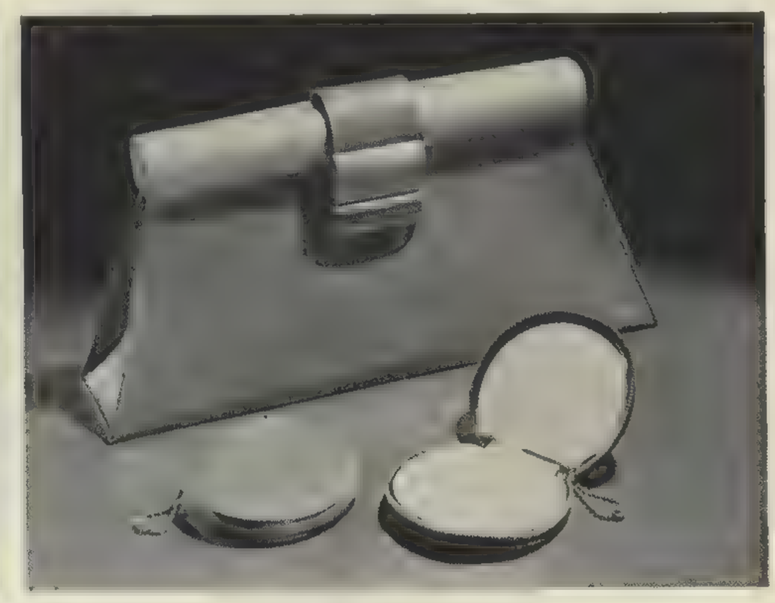
"Satiny poudre", Frances Denney's finest and lightest texture face powder, has been repackaged to go with her other cosmetics.

"Bubbling bath salts" whip into a foam that softens and scents the water. Presented in a handsome flacon. From Lenthéric.



American primitives inspired this whole range of packages and papers delightfully developed by the Eaton Paper Corporation. Packages and envelope linings match each other in designs taken from early American cottons. An old-fashioned doll's trunk was the model for one of the boxes; the paper in another is the same kind that was used in the 18th century when the design on the lining was new. In a wide range of colours, sizes and prices, this whole Eaton series offers an excellent selling story, as well as great possibilities for arresting displays. Play up its quality, and early American appeal.





California saddle leather bag with a frame of Monterey cypress wood made in California. One of a series in native woods and leathers by Wilshire. Matching compact by Warner Products, in saddle and five other leathers. Both sold by California Accessories, 846 South Broadway, Los Angeles.

Selling Summer Merchandise

The story of two stores that did or didn't know how to make the most of their stock

DEPARTMENT STORE A

A is the kind of store that is always trying to be one jump ahead of everybody else; to show the very latest fashions before anyone else has them; to have *all* the novelties that are introduced; to prepare its stock and displays for each season well in advance.

A is all very well in its own way. Only, sometimes it gets left. For example, right after the Fourth of July, it begins to sell out all its summer merchandise, and to lay in its autumn stock. It would never think of showing new bathing-suits or shorts or slacks or play clothes, after the Fourth, because it is afraid it might get left with them if it didn't sell them all before the first of August.

August is the biggest vacation month of the entire year. But, apparently, A never considers that.

The result is, of course, that customers who are going away in August, and looking for a vacation wardrobe to take with them, tramp desperately through A, and all the other stores like it, without finding anything but left-overs (like the New York department store that had nothing left in its bathing-suit department after the Fourth of July last year except chartreuse suits—the one colour it hadn't been able to sell previously).

This leads to exhausted, irritated customers who never buy anything because, "I couldn't find a thing I liked." When they can't find the summer clothes they want, they aren't interested in autumn fashions, so they never notice that A has a fine line of these. They just think of A as the store where they couldn't find anything. And when autumn comes they are apt to go somewhere else to look for their wardrobe.

DEPARTMENT STORE B

B is another kind of store. B always remembers to stock a good supply of classic sportswear along with its novelties. It may not have quite as many novelties as A, but it has enough to keep its stock interesting, and to keep itself up to the minute.

B is not afraid to have a great number of classics, because it knows that if they are not all sold by the end of the summer, they will be just as popular for the resort season later on. It can afford to buy quality fashions because it knows that quality goods are always salable, and it doesn't have to mark them down to sell them. For, because they are classics, they are as good one season as another.

It has learned that along in August sometime, every customer likes to freshen her summer wardrobe.

In August, then, B shows new accessories for hot weather wear. And at the same time it brings out the fresh bathing-suits and sportswear that it has kept in stock. B does not neglect its autumn merchandise though. It shows it just as soon as A does. But it keeps it in the proper proportion. It does not let its summer stock die out early in July to make room for its autumn models. It shows them both at the same time and pleases all of its customers.

Consequently the customers never think of going anywhere else to look for anything, because they are fairly sure that they will find what they want at B. For B not only has a large number of styles to choose from; it also makes a point of having these in an adequate range of sizes and colours. And this is just as true at the so-called end of a season as it is at the height of the season.

Here are a few rules that store B follows

1. When you are buying summer merchandise, reorder it early enough to have an adequate supply of classic styles in a variety of colours and sizes.

2. These are the classics you can count on to sell during both the summer and resort seasons: light-weight sweaters, pastel tweeds, wool bathing-suits, well-tailored shorts, slacks and jackets; light or bright handbags and jewellery.

3. Bring these out straight through August, showing as much variety as possible.

4. The end of July plan an August display of summer fashions, and have at least one counter of new white and gay-coloured accessories for both town and country.

5. Underline the vacation element in August displays and some advertising.

News in Knitted Lingerie

Brighter colours, more imaginative designs in knitted underwear

Tailored housecoats—news in knitted fabrics

Glass buttons sparkle on this brushed rayon princesse coat. Three colours. Munsingwear.

There's a new knitted rayon fabric that looks like corduroy. Used for this trim robe. Luxite.

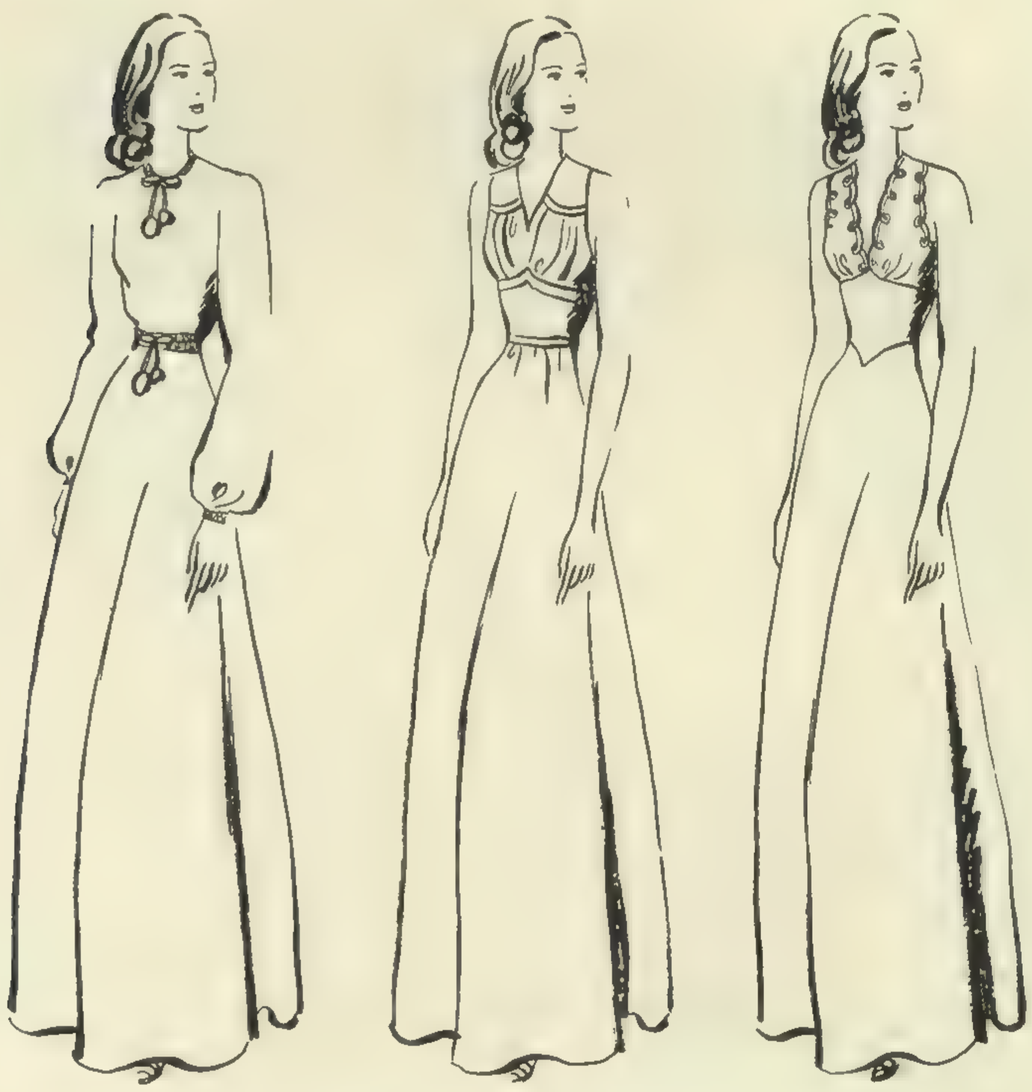
Baroque scrolls trim this wrap-around robe of duveteen finished rayon. Four colours. Luxite.

News—fresh prints on knitted rayon

Checks make this rayon and lisle gown look new. Shirred waist-band and cuff. Van Raalte.

Grosgrain ribbon binds this brushed rayon, with a wool trimmed cuff and tie back. Munsingwear.

Rows of white braid trimming brighten a bowknot print in pink or blue. From Luxite.



News—trim fitted waist-lines have appeal

A shirred waist-band makes a slim waist on this circular-knit rayon gown from Vanity Fair.

"Spaghetti trim" at waist and shoulder dramatize a simple gown. Matching coat. From Carter.

A flattering gown with scroll patterned lace to soften the neck and shoulder lines. Carter.

News—pull-over "sweater" tops for pyjamas

A middy top over dark slacks makes a charming school-girl fashion in pyjamas. Vanity Fair.

The cotton jersey that made news as a beach fashion appears again in balbriggan. Van Raalte.

A fitted, srtiped top in red and white is gay and becoming in ribbed cotton. From Vanity Fair.

The Wool Products Labeling Act

On July 15th of this year, and thereafter, all products to be sold at retail which contain wool (with certain specified exceptions) will be forced to carry tags stating their fibre content in terms of percentages. This law, the Wool Products Labeling Act, is intended to present to the customer definite information about the products she buys; information that she is entitled to have. It is not intended in any way to curtail existing manufacturing processes, or the use of mixtures in textiles. While it informs the customer of the difference between wool, reprocessed and reused wool, and of the percentages of each used in different mixtures, it does not prohibit the use of reused or reprocessed wool or other fibres. It merely requires that any wool product carry a label of fibre identification, showing by percentages all of the different fibres which have been employed in its manufacture, and the proportion of each.

Because of the discussions, objections and revisions which accompanied the passage of this Act, confusion has arisen in regard to its purpose and procedure. To clarify this, Mr. F. Eugene Ackerman of the American Wool Council has issued a definitive booklet on "The Wool Products Labeling Act—Its Advantages and Responsibilities." The first edition, published early this year, has been revised to incorporate the final regulations of the Act as it was passed by the Federal Trade Commission in Washington on May 24th, 1941.

This book is the first to contain the complete text of the Act together with the final regulations governing it. In addition it explains the reasons why the Act became necessary, gives definitions of terms, methods of enforcement, penalties for violation, exemptions to the Wool Products Labeling Act, and samples of labels that meet its requirements.

Copies of the booklet may be obtained by writing to Mr. Ackerman at 295 Madison Avenue, New York City. As many as nine copies will be supplied free to one person. Mr. Ackerman is also glad to answer any inquiries about the Act.

Highlights of Autumn Wools

The Colours and the Weaves which Distinguish this Year's Woollens

NEW COLOURS

Browns are first in autumn colour importance. Naturals are particularly smart in wools, and there are many beiges. Medium browns run in both the taupe and the saddle shades. Some dark browns.

The yellow greens continue, but spruce and fir greens look more promotional. Olive drab (a khaki) is a very new shade.

There's a vast family of reds this autumn. The light, clear, flame reds are exceedingly popular, and there is a more discriminating use of scarlet, garnet and blue reds. Purples and plums look very smart in solid colours, or combined with other colours.

Navy blue is an autumn colour in its own right, and is not only a spring carry-over. It is particularly effective in the sports picture, but still has a limited, high-fashion use. The really popular blue is the medium, greyed, soldier blue.

There are some sporting greys, and a little eel grey for formal use.

FOR THE COUNTRY

English tweeds are arriving steadily and in quantity. Great imagination and beautiful colours are being lavished on these, in spite of the war. Plaids are bigger, checks stronger, surfaces smoother.

Clan plaids revive for the back-to-school programme. And there are charming versions in flannels, and in shetlands.

Men's-wear flannels, and Kasha-types fit into the prominent picture for natural sports fabrics.

The military feeling is responsible for excitement about gabardine, covert, cavalry twill, Bedford cord.

Our own tweeds are showing a very chic preference for taupe, or brown-and-natural which look very handsome, very wearable. But gay colours are, of course, important too.

Fleeces and chinchilla are making very smart town-or-country coats, often in sharp-bright colours.

FOR THE CITY

Duvetyns and smooth-surfaced coatings will be used for the most fashionable, formal town coats. Very new is a worsted velvet coating.

All town coatings reflect the quality of smoothness—even when the yarn or the weave is actually not.

Fine twills and serge will continue as an autumn high-fashion.

Dress weights continue in two versions: the very soft drapable wools, usually with rabbit hair; and the crisp, sheer, crêpe wools. Generally dress wools have smooth surfaces.

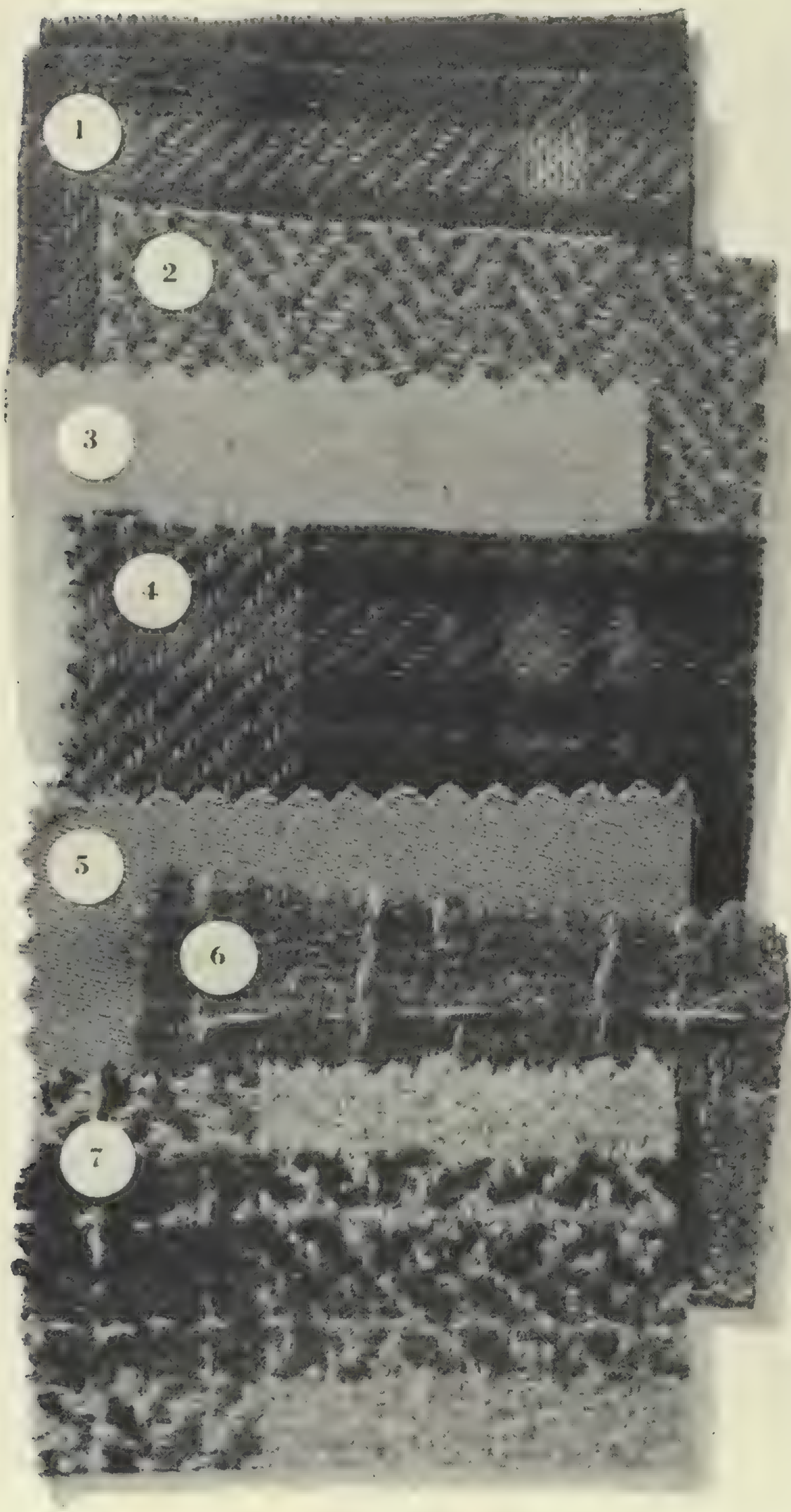
There are many town-coloured tweeds, or patterned woollens that have an in-between formality. Sophisticated colour is the deciding factor.

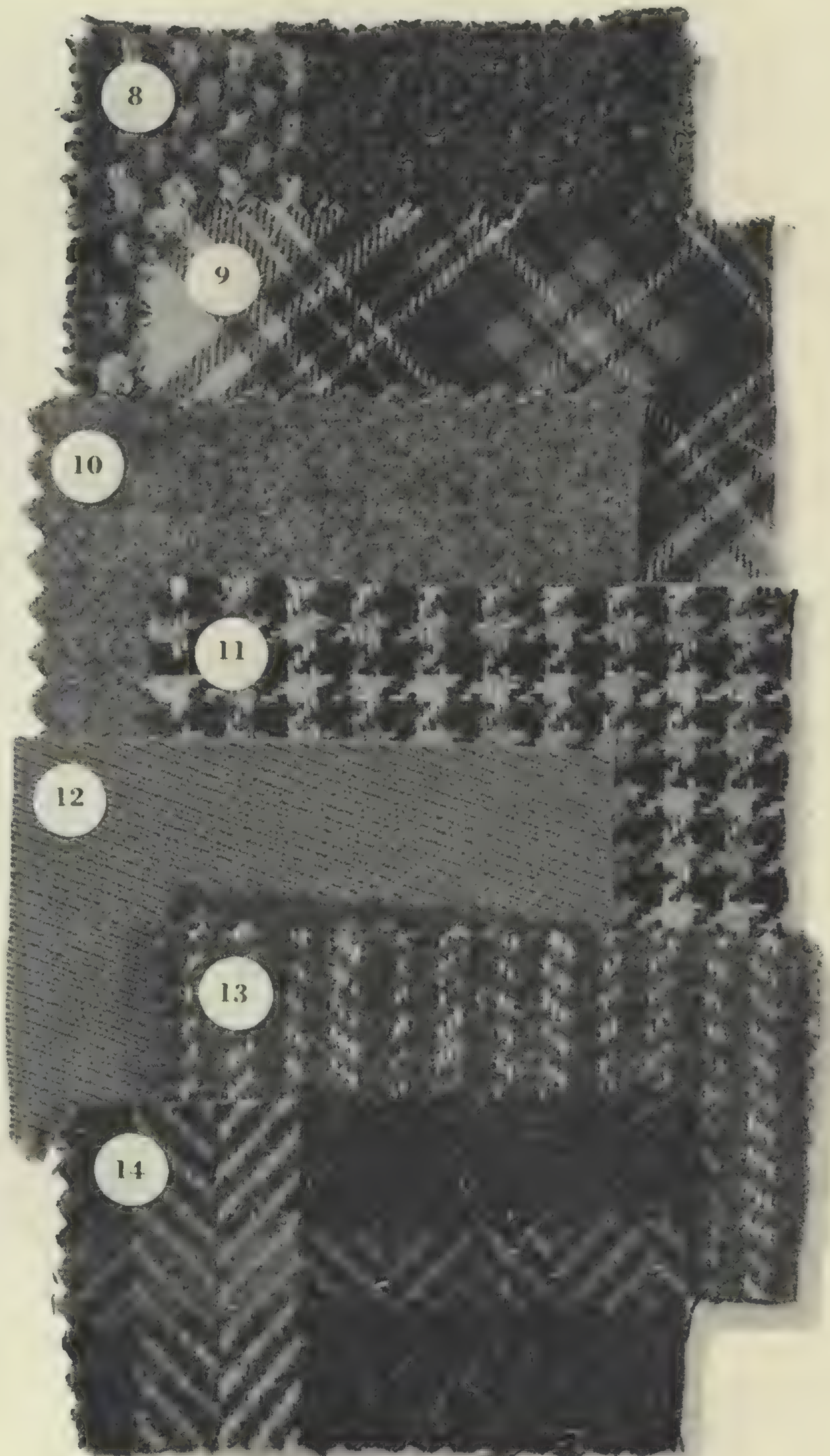
Fleeces of superb quality become town dwellers: dyed in electric colours, with soft dress-wools to match.

A few, very chic men's wear worsted suitings will be seen.

New Woollens

tweeds, flannels, twills: the sturdy backbone of fashions-in-the-country



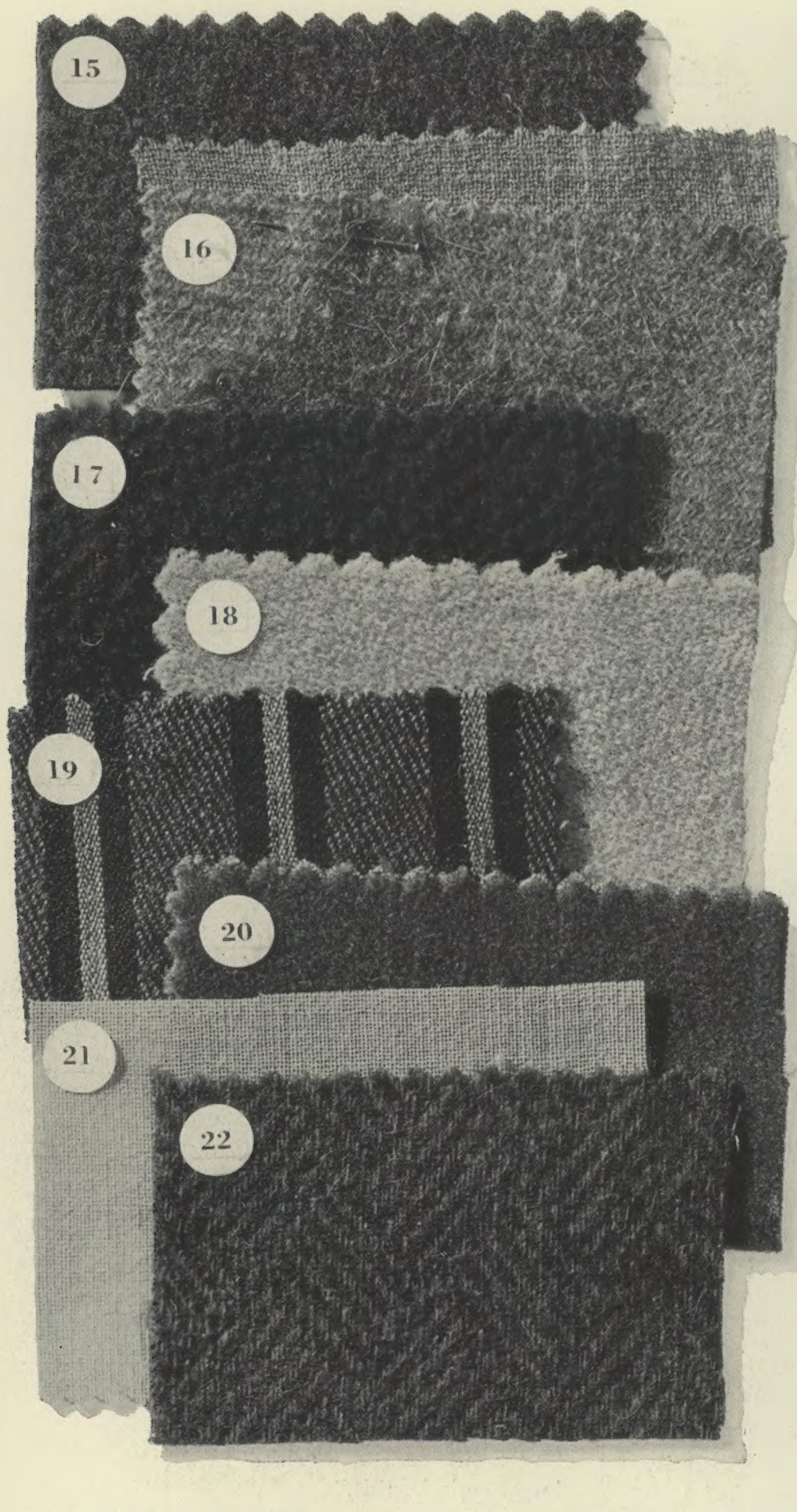


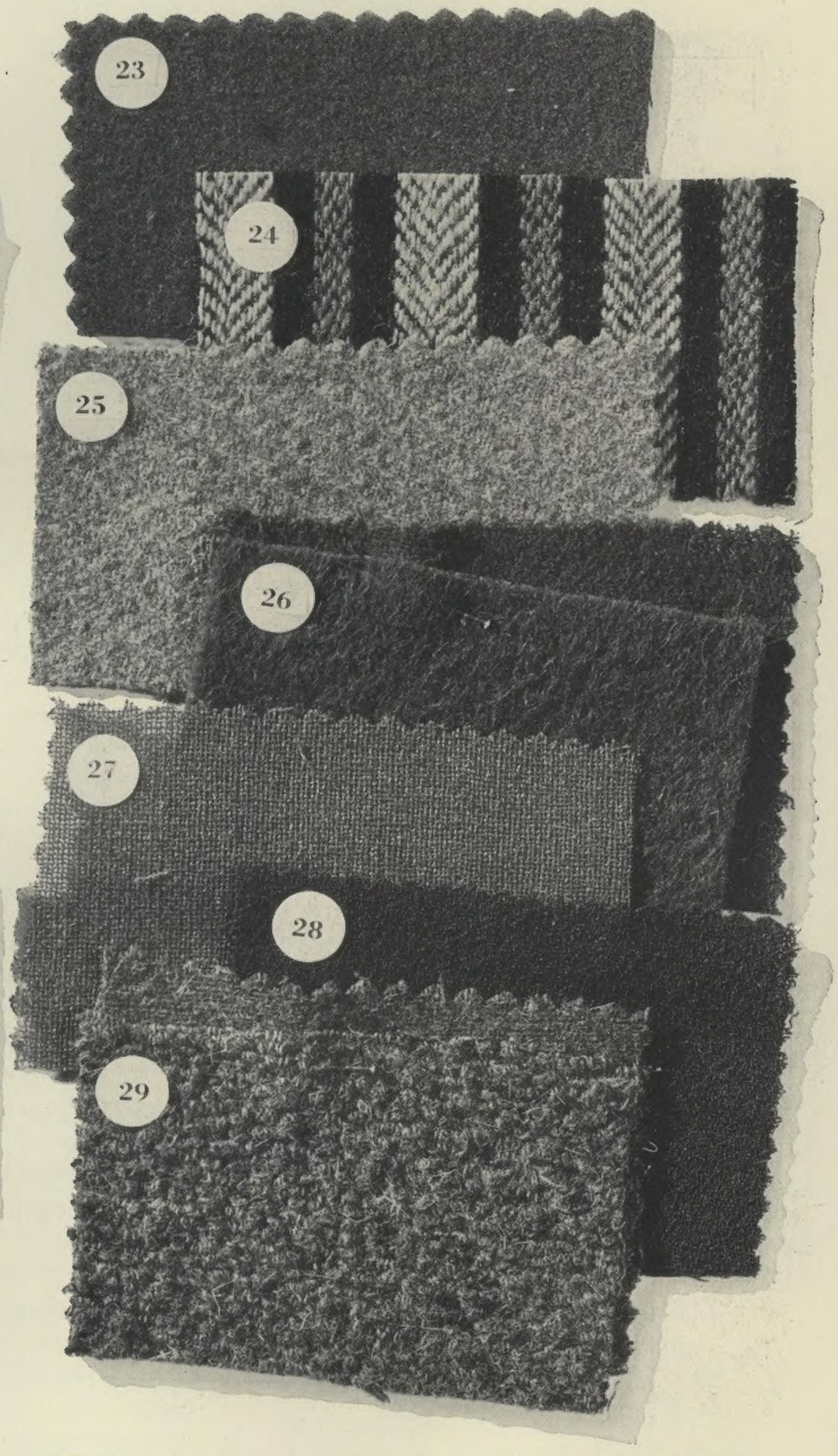
1. A large window-pane check, in pastel blue, crosses a taupe wool. An excellent choice for a three-piece suit. It's from Strong Hewat.
2. The tweed which college girls love for a hard-wearing top-coat or suit. Brown, blue, natural wool mixture. Harris Tweed Association.
3. The vogue for naturals is strong this autumn. Here is a light version for dresses made of wool and rabbit hair. From Pacific Mills.
4. A brilliant plaid overlays a natural grey woollen. A smart combination with natural grey flannel or a bright tweed. By Strong Hewat.
5. Covert, a flashing success this spring, becomes an autumn classic. A fine worsted flecked with a blend of spun rayon; it's from Lorraine.
6. Lacy tweeds are winning fashion applause. This one has a lightweight taupe ground, with cross-checks of red. All wool. Leewood.
7. A big, bold plaid, on an oatmeal woollen tweed ground. The colours are green, black and brilliant chartreuse yellow. It's from Juilliard.

8. This British tweed has an unusual darning-stitch plaid in orange and pale blue, over a grey-blue background. All wool. John Barr.
9. The classic Viyella tartan (this is Victoria's) is always part of the back-to-school programme. Wool and cotton. William Hollins.
10. Grey men's-wear wool flannel is a smart choice for the autumn country suit, or the school-girl's wardrobe. This, from Pacific Mills.
11. A neat check in cordovan, white, natural and black, distinguishes this English Jacqmar wool tweed. Imported by Philip Flanagan.
12. Cavalry twill, with its military implications, will enjoy a great success this autumn for sports. This new woollen is from Lorraine.
13. A darning-stitch stripe of white for a taupe coating. A fine dress-weight in matching taupe. Both: wool and rabbit hair. From S. Stroock.
14. On a cordovan ground, an electric plaid of scarlet, mustard, green, pale pink and white. Imported wool and rabbit hair; John Barr.

for Autumn

sheer crêpes, soft costume suitings, duvetyn coatings: highlights for town





15. Here's an innovation: a *worsted* velvet! It would be a chic choice for either a town coat or for an afternoon suit. From Leewood.
16. Two taupes alternate in squares for a costume suiting, and plain taupe makes the soft companion. Wool and rabbit hair. Forstmann.
17. Wool chinchilla will make some of this autumn's smartest town-and-country coats. Especially smart in high colours. Botany.
18. A worsted coating with a definite weave showing through its duvetyn-like surface. For the furless coat. Juilliard Master-Fabric.
19. A three-barred stripe of solid brown and grey, on a combined grey-and-brown ground. A sleek worsted suiting; by John Walther.
20. Woollen velours, in brilliant colours, will be making the gayest-possible toppers for autumn costumes. From Walther Manufacturing.
21. A tissue-thin dress wool with a hundred uses, from morning through the evening. In a wide range of colours. It's from Botany.
22. An interesting pattern for a light-weight wool-and-rabbit-hair. Particularly striking in brilliant shades like purple. By Hockanum.
23. A beautifully-soft woollen duvetyn coating. From Hockanum.
24. Sophisticated colouring takes this Jacqmar wool to the city. Stripes alternate black, fuchsia, grey, pale blue. Philip Flanagan.
25. A heavy, diagonal rib adds great interest to this woollen coating. A good casual-town choice, in natural. Walther Manufacturing.
26. A shaggy fleece wool coating has a sheer wool-and-rabbit-hair dress-weight companion. In Neon-sign colours. From S. Stroock.
27. A very sheer, soft dress-weight with a definitely drapeable quality. It uses a mixture of wool and silk yarns. From Gardner Textile.
28. Extremely sheer wool crêpe, crisp and fine. It's from Forstmann.
29. A soft bouclé costume coating has a light dress-weight in the same heathery tones. Both use wool and rabbit-hair. John Walther.

"Vogue Says" Helps Sell

These Four Quotations on Free Cards.
Write Vogue Merchandising Service, 420 Lexington Avenue.

VOGUE SAYS:

"Black notes are the surprise notes of the summer."

VOGUE SAYS:

"The dirndl—the tremendous, triumphant young fashion of the summer."

VOGUE SAYS:

"A wide midriff band is flattery for a slim waist."

VOGUE SAYS:

"A dark dress—very new for now, very necessary for later."

These Quotations for Your Own Use.
Put them on your own cards, and use them in your advertising.

READY-TO-WEAR

Vogue says:
"The sloping shoulder has definitely arrived."

Vogue says:
"You will probably wear sloping shoulders on your fur coat this winter."

Vogue says:
"White evening dresses with black accents rank second to none."

Vogue says:
"Bouffant skirted evening dresses have the edge on every other for the young."

Vogue says:
"Tailored white suits with all black accessories look right and refreshing."

Vogue says:
"Wear side-drapery for evening."

Vogue says:
"A perfect dress for week-ends—striped, cotton seersucker."

Vogue says:
"Have a softly-tiered dinner dress with a tapering silhouette."

READY-TO-WEAR CONTINUED

Vogue says:
"Red-white-and-blue is dramatic against tanned skin."

Vogue says:
"A dark-plaided dirndl will do for town."

Vogue says:
"Striped and dotted cottons make gay young evening dresses."

Vogue says:
"Try a pristine white cotton dress trimmed with black rickrack."

Vogue says:
"The briefest of shorts emphasize young long-leggedness."

Vogue says:
"Compliments of the season—costumes that do for town or country."

Vogue says:
"Watch the new kimono sleeves."

Vogue says:
"Midsummer—and you suddenly want something dark again."

Vogue says:
"For summer—navy-blue suit tailored enough for town, informal enough for country."

ACCESSORIES, HATS, SHOES

Vogue says:
"All-white shoes are right with white or bright dresses."

Vogue says:
"The current excitement in stockings—black nylon lace mesh."

Vogue says:
"Coloured stockings are making gay streaks along the Atlantic Seaboard."

Vogue says:
"Wear scarlet espadrilles and matching turban with a pale blue dirndl."

Vogue says:
"The big hat outshadows everything."

Vogue says:
"Brightly coloured shoes Really Belong in the picture this year."

Vogue says:
"Espadrilles are now made in bright or dark suède."

Vogue says:
"Iron has become a precious jewel in new, rigid bracelets and cuff-links."

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★ *It stays on for hours without re-powdering*

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Co-Starring with Clark Gable in Metro-Goldwyn-Mayer's

"UNHOLY PARTNERS"

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...it creates the beauty you've always desired!

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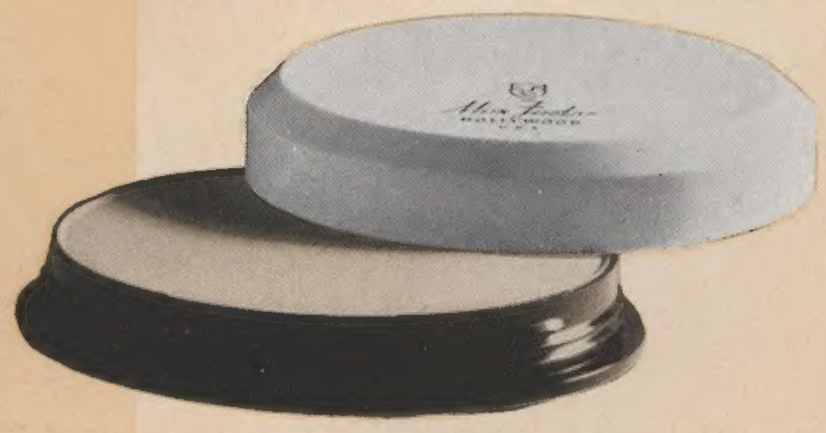

Max Factor • Hollywood

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they're milder
and taste simply marvelous!"

Mrs. Randolph Carter

OF WARRENTON, VIRGINIA

YOUNG MRS. CARTER rides...shoots...collects Indian relics...enjoys gardening. Not content with "all play," Mrs. Carter helps her husband with his work. "Every day I spend some time at the typewriter," she says. "It's *fun*. And so is smoking Camels! Camel is my favorite cigarette. It combines real smoking mildness with honest-to-goodness flavor."

The smoke of slower-burning Camels gives you *extra mildness, extra coolness, extra flavor* and

28% LESS NICOTINE

than the average of the 4 other largest-selling brands tested—less than any of them—according to independent scientific tests *of the smoke itself.*

THE SMOKE'S THE THING!

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Mrs. Gail Borden, *Chicago*
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Mrs. Anthony J. Drexel 3RD, *Philadelphia*
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Mrs. Alexander Hixon, *California*
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Mrs. Edward M. McIlvain, Jr., *New York*
Miss Polly Peabody, *New York*
Mrs. Rufus Paine Spalding III, *California*
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5 EXTRA SMOKES PER PACK!